

# DFS introduces 'Beauty Collective' concept



Introducing Beauty Collective: A concept that showcases DFS's leadership in beauty and fragrance curation

Leading luxury travel retailer has celebrated the start of 2024 with the launch of an innovative 'Beauty Collective' concept in Hong Kong, China.

Responding to evolving customer expectations, DFS has recently transformed the T Galleria Beauty by DFS, Hong Kong, Causeway Bay at Hysan Place by highlighting the new concept which focuses on the curation of brands across lifestyle, skincare, haircare, and technology pillars that are not widely available yet in Hong Kong. Beauty Collective cultivates a one-stop tailored journey for beauty shoppers to immerse themselves at the revamped Hysan store.

The Hysan Place brand line-up has been extended to include Aman Essentials, ARGENTUM, AXXZIA, Bachca, Barneys New York, BIOEFFECT, BORGHESE, Cellcosmet, Christophe Robin, Davines, EVE LOM, Farmacy, FEKKAI, GEMO, Hair Rituel by Sisley, Lazartigue, LEONOR GREYL, MALIN+GOETZ, OMG, Perricone MD, PHYTO, Roll On Jade, Supergoop! and Ulike, with many more to come.

Amael Blain, Global Senior Vice President, Beauty at DFS Group Limited, said, "At DFS, innovation is at the heart of how we stay devoted to delivering luxury without boundaries. With the launch of our Beauty Collective concept, we are able to offer a unique customer experience and a wide choice

of brands that can only be found at DFS. It is an exciting moment in our journey as we continue redefining the shopping experience for our beauty customers.”

Beyond brand and product offerings, the Beauty Collective concept also offers customers an immersive experience, encouraging them to spend time exploring new brands alongside the latest skincare and beauty trends and embark on a bespoke luxury adventure at DFS. The recently upgraded Hysan Place store is specially designed to curate a relaxed and welcoming ambience for customers to indulge in their beauty shopping journey. Bespoke interactive and personalized experiences are available for customers to explore new beauty trends through one-on-one consultations, skin and hair analysis, tailored regimen recommendations based on individual needs, as well as hands-on trial to discover the exciting mix of trending products and beloved luxury brands.

To celebrate the launch, Hair Rituel by Sisley will be providing hair and scalp analysis to customers who will receive a complimentary tester after consultation, based on their test results. Cellcosmet also has the offer of receiving a 200ml Gentle Cream Cleanser (value at HK\$939) and a complimentary hand massage upon purchase of HK\$900 (US\$115) or more, while stocks last.

DFS has also welcome the award-winning Elephant Grounds café to the Hysan Place store. Known for its signature beverages and Asian cuisine, the newly opened Elephant Grounds café provides a relaxed environment for customers to recharge and socialize during their Beauty Collective journey.

### **New fragrance lineup at T Galleria Beauty by DFS, Canton Road**

Echoing the Beauty Collective concept DFS has also unveiled an immersive new fragrance shopping experience at Galleria Beauty by DFS, Canton Road in Tsim Sha Tsui by introducing enchanting artisanal fragrances and enticing offers.

The Canton Road store features a perfume collection that offers customers a one-stop fragrance shopping experience with over 40 luxury and artisanal fragrance brands. Building on the existing strong lineup of fragrance brands, DFS has introduced artisan brands including Acqua di Parma, Maison Francis Kurkdjian, Maison Margiela, Penhaligon’s, Santa Maria Novella and Trudon.

To celebrate the arrival of the new fragrance brands at the DFS Canton Road Store, customers will receive a free gift upon purchase of selected brands while stock lasts. In addition, customers can enjoy a complimentary 15-minute Fragrance Experience (valued at HK\$200, US\$25) upon spending HK\$2,000 (US\$255) on any beauty products from now until January 31, 2024.