

DFS joins virtual idols in the Metaverse for a new consumer experience



Travel retailer DFS has teamed up with two of the metaverse's most exciting hyper-realistic virtual idols, Reddi and Vila (pictured above), in its latest Lunar New Year campaign, becoming the first travel retailer to join in this innovative new retail trend.

The move marks the opening of a new digital marketing frontier for DFS, timed to welcome the Year of the Tiger and to introduce DFS customers from around the world to a new era of virtual reality.

Reddi, a digital idol with millions of fans on social media, has already charmed the metaverse with her style and beauty. Meanwhile, Vila is a sweetheart with a Generation Z attitude appealing to popular trends. Together they have combined metaverse technology with innovative marketing concepts to become trending influencers, partnering with leading brands in luxury retail as well as in other industries.

To launch the Year of the Tiger, DFS has invited Reddi and Vila to be DFS' "Chief Gifting Officers", starring in a specially created digital film inspired by the beauty of Chinese tradition and fashion. Each wearing a stylish Chinese Qipao dress, the two idols enjoy a Lunar New Year dinner - comprising a feast of luxury products prepared by DFS and which represent individual auspicious Chinese greetings - while sending their sincerest wishes to customers around the world.

An indispensable part of Lunar New Year tradition, gift giving is not only a symbol of sincerity but also a testament to cherished friendship. From January to March 2022, Reddi and Vila will represent DFS to its valued customers by making unique traditional Lunar New Year gift recommendations through Weibo, WeChat, Little Red Book and other top-trending social media, and sharing innovative digital ways to unlock the gifts in store.

DFS, alongside Reddi and Vila, will also launch a red envelope cover on WeChat that is set against the

background of a traditional night market, allowing users to use the two virtual idols to convey blessings and surprise family members, friends, colleagues and business partners. DFS' festive and richly themed Lunar New Year metaverse wallpaper can also be downloaded to further manifest a joyous and prosperous New Year.

“Innovation is both essential and exciting, and by embracing the metaverse we have unveiled a multitude of new ways to surprise and delight our customers,” said Long Chiu, Executive Vice President Digital Ventures and Marketing. “Through this new medium, and by partnering with Reddi and Vila, we are able to create a unique digital platform that offers a fun and convenient way to shop a whole world of luxury products. We look forward to continuing our journey into the virtual-digital era, exploring new trends and evolving our approach to meet our customers' desires.”