

DFS opens beauty concept store at JFK for domestic visitors



DFS' beauty concept store at JFK Terminal 4

[DFS Group](#) (DFS) has opened a new beauty concept store in New York. Located at [John F. Kennedy International Airport](#)'s Terminal 4, the store stocks over 20 of the best beauty brands, allowing customers to find their skincare, haircare and cosmetic favorites all in one place.

Through this new concept store, DFS will feature brands that are not already available at its main beauty store in Terminal 4. It will also be bringing three trending brands to travel retail for the first time: Kylie Cosmetics, Drunk Elephant and Mario Badescu.

New to DFS New York, the concept store presents the following popular beauty brands: Anastasia Beauty, Benefit, Dior Backstage, Farmacy, IT Cosmetics, Malin & Goetz, Moroccan Oil, Nars, and MAC.

From now until June 11, customers can expect a range of in-store activations, from brand demonstrations to promotional offers. During the peak hours of 4pm-8pm on Fridays, Saturdays and Sundays, a makeup artist will be on hand to provide inspiration and makeovers while a resident DJ will be playing a set to keep shoppers entertained.

Available for domestic visitors to John F. Kennedy International airport, the DFS beauty concept store can be found in the Main Hall between the A and B Concourses.