

DFS partners Bally for a new capsule collection



DFS × BALLY

Bally's new brand ambassador, Deng Lun with the latest capsule collection



Three different types of leather goods are available in Bally's latest capsule collection

DFS Group has partnered with Swiss luxury brand Bally to launch a new capsule collection, featuring Bally's new brand ambassador, Chinese star Deng Lun.

The Fall Winter 2019 ready-to-wear collection features Bally's best-selling silhouettes to showcase the brand's pioneering spirit and passion for adventure. The unisex series of ready-to-wear and leather goods also echo Bally's design DNA of elevated sportswear, exemplified in a polished and contemporary manner. It features three men's large leather goods and three ready-to-wear pieces as well as two unisex caps.

In a press release, DFS explained that Deng Lun was selected as he shares attributes that will appeal to the youthful and contemporary customers.

Speaking of the partnership, Magali Ginsburg, Senior Vice President Fashion, DFS Group share that "We are thrilled to be partnering with Bally in debuting an exclusive capsule collection, and to introduce yet another assortment that our discerning customers can only find at DFS stores worldwide."

"DFS represents the ultimate luxury shopping experience in the travel retail channel. We are pleased to serve customers in this important network with a unique collection that reflects the sense of adventure rooted in Bally's history. Our partnership with pioneering actor Deng Lun aptly celebrates this capsule debut" echoed Nicolas Giroto, CEO Bally Group.

The DFS x Bally capsule collection is available at select DFS downtown T Gallerias and airport stores from now till May 30, 2019.