

DFS partners with Guerlain on Orchidée Impériale pop-up at City of Dreams, Macau



The pop-up showcases hero products in Guerlain's Orchidée Impériale collection

[DFS Group](#) has partnered with luxury beauty and fragrance house [Guerlain](#) to launch the Orchidée Impériale pop-up at T Galleria by DFS, Macau, City of Dreams from April 1 to 29.

"The embodiment of Guerlain's unique aesthetic expertise and savoir-faire, the unveiling of the Orchidée Impériale pop-up and luxury beauty lounge, celebrates the Maison's new generation Micro-Lift Concentrate – a triple acting serum that regenerates, firms and sculpts to restore voluminous skin of one's youth," explains the company.

"The avant-garde serum composes of over 95% naturally derived ingredients and is formulated through Guerlain's pioneering micro-encapsulation: tri-concentration. The power of 6,000 micro-sculptors and 6,000 micro-fillers found within the serum transforms the skin in three dimensions, resulting in facial volumes to appear enhanced by over 30%."

Featuring a skincare bar and a consultation area, beauty connoisseurs are given the chance to experience the expansive range of the Orchidée Impériale Micro-Lift Concentrate and other hero products in the collection, under the guidance of DFS' beauty experts. To follow, a private one-on-one consultation will reveal a bespoke Orchidée Impériale skincare ritual suited to the client's needs.

"Upon entering the pop-up, guests are able to immerse themselves into the world of Orchidée Impériale: from captivating facts about the orchid as a species of over 30,000 strands; the careful, scientific curation of the collection's vital ingredients; the extensive research done at the Guerlain Orchidarium® Experimental Garden and Research Laboratory in Geneva to gain a deeper

understanding of the flower's optimal conditions to blossom; to the sustainability and preservation efforts the Maison has committed to since 2011 in partnership with the Brittany Black Bee Conservatory."

A separate Spa Room, located at the exclusive Guerlain luxury lounge, allows guests to indulge in a face-lifting massage developed by the Maison and their highly trained staff. As a final touch after a relaxing massage, make up touch-ups are also on offer featuring the brand's extensive range of sumptuous skin care and make up.

Amael Blain, Senior Vice President Beauty, DFS Group says, "It delights me to partner with Guerlain to offer yet another exclusive experience for our discerning beauty consumers. The Orchidée Impériale pop-up enchants the user at every touch point in a personalized manner through storytelling and highly curated encounters – perfectly encapsulating our deep understanding of the modern shoppers' desires towards experiences that are avant garde and married with savoir-faire."

The Orchidée Impériale pop-up store at T Galleria by DFS, Macau, City of Dreams and luxury beauty lounge at T Galleria by DFS, Macau, Shoppes at Four Seasons are open until April 29, from 10am to 11pm daily.