

# DFS unveils House of Jewels at Shoppes at Four Seasons Macau



The House of Jewels concept store

[DFS Group](#) (DFS) has unveiled a new concept store at [T Galleria by DFS, Macau](#), Shoppes at Four Seasons. According to the company, this House of Jewels launch marks the debut of an all-new concept store offering a curated selection of some of the most esteemed European jewelers in Macau.

Spanning over 2,500 square feet, House of Jewels is the first multi-brand jewelry concept to be introduced by the luxury retailer. The semi-open and modular space is designed in soft, blush tones and invites a new generation of jewelry lovers to explore a curation that brings a taste of France, Italy and the United Kingdom to DFS' refined rolodex of jewelry brands.

The space features nine new jewelry brands, seven of which are exclusive to DFS in Macau: Damiani, Dinh Van, Fred, Garrard, Ginette NY, Persée Paris, RedLine, Stephen Webster and Vanrycke. Alongside the Experience Bar, there is a VIP room that caters to the tastes of the modern-day globetrotter.

Johan Pretorius, Managing Director Macau, DFS Group said, "The unveiling of the House of Jewels marks the beginning of a new era - where we honor the desires of our discerning clients by providing a memorable experience that is highly curated and immersive and showcases exclusive offerings. This, married with our personalized customer service approach, showcases our readiness as a luxury retailer to welcome a new wave of modern globetrotters to be delighted at our stores."

Charles-Henry Chenard, Senior Vice President Watches and Jewelry, DFS Group added, "Through

decades of history cultivated alongside some of the world's most coveted luxury watches and jewelry brands, DFS has long been lauded for its unparalleled line-up and authority in both categories. We have evolved alongside our seasoned shoppers - as well as their next generation of taste makers - and have answered their needs by developing concepts such as House of Jewels, which features a curated selection of fine jewelry, from precious color stones and diamond engagement rings to collectible pieces. We look forward to welcoming clients to this exclusive new selection and bespoke experience."