

Livestreaming event sets new record for DFS



The DFS livestreaming event hosts unveiled eight of the beauty products on sale

Global travel retailer DFS has launched its first in-store livestreaming event to customers with “outstanding” results.

The event, held on August 18, was conducted as an hour-long Flash Sale, streamed over the popular Chinese app WeChat and featuring some of the most sought-after beauty and cosmetics products.

Hosted in T Galleria by DFS, Tsimshatsui East, Hong Kong, it generated more than 50,000 views, over 30,000 likes, nearly 6,000 comments, 12,000 product click-throughs and 2,500 shares.

Sales during the event topped the daily record achieved in beauty in any of DFS’s Hong Kong stores.

The event featured more than 50 hot products for customers to pre-order and pick up inside the store within a limited shopping window and earning extra discounts and gifts. Eight of the products were unveiled by the event hosts, consisting of skincare, cosmetics and fragrances.

“Livestreaming has become one of China’s most popular e-commerce trends, accelerated by the COVID-19 crisis,” said Christophe Marque, Executive Vice President Global Marketing and Beauty Merchandising, DFS.

“It is fun for us and for our audience, but also a great way to engage our customers while they are unable to travel. To achieve these results in only one hour is fantastic, and we look forward to hosting more livestreaming events to excite and reward our loyal customers.”

The company is significantly strengthening its digital capabilities for its Chinese customers and recently acquired a 22% stake in Shenzhen Duty Free Ecommerce Co, which is majority-owned by Shenzhen Duty Free Group.