



FOR IMMEDIATE RELEASE

## DFS INVITES CUSTOMERS TO “OPEN UP YOUR HORIZONS” WITH POWERFUL METAVERSE AND IN-STORE BEAUTY CAMPAIGN

**Physical and Virtual Worlds Combine to Explore the Limitless Possibilities of Beauty**

**AUGUST 1, 2022, GUAM** – DFS Group, the world’s leading luxury travel retailer, is preparing to welcome customers into its new and first-ever virtual universe – DFS World – this August and September through the launch of its largest-ever Annual Beauty Campaign. Titled “Open Up Your Horizons”, the campaign invites customers to discover the limitless possibilities of beauty, from premium skincare and fragrances to new and emerging trends, through a combination of in-store activations as well as a fully interactive, shoppable digital luxury playground.

With over 50 beauty brands in-store such as M.A.C, Dior, and Estée Lauder, shoppers can enjoy exclusive Annual Beauty Campaign promotions from August 1 through September 30. With a purchase of US\$150 or more, customers will receive a limited-edition mystery box with a special redemption code to access DFS' first-ever virtual universe and receive their very own exclusive NFT.

Customers will also have a chance to participate in an exciting Fukubiki game or raffle drawings to win great prizes with any purchase of US\$250 or more in Beauty. Dinner for two at Milano Grill – La Stella – at the Tsubaki Tower will be offered to customers with purchases over US\$5,000 storewide. LOYAL T members will also enjoy an extra 10 percent off on their Beauty purchases of US\$150 or more.

Visitors will also have the opportunity to learn how to choose the right beauty products with special on-counter appearances from Bobbi Brown’s professional makeup artist, Manny Macario, and snap photos with Annual Beauty Campaign models every weekend from August 6 to September 25.

The safety and wellbeing of customers and employees is DFS’ highest priority. DFS is taking all available precautionary measures to safeguard people in the store and adhering to health and safety guidelines from the government agencies and public health officials. DFS will continue to adjust accordingly.

*\*Terms and conditions apply. Please visit store for details.*

Download high resolution images [here](#).

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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### About DFS Group

DFS Group is the world’s leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of 54 duty free stores located in 13 major global airports and 23 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world’s largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit [www.dfs.com](http://www.dfs.com).



### **About T Galleria by DFS**

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 23 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.