

RETAIL

Chow Tai Fook ups US retail presence with DFS shop-in-shop

April 24, 2017



DFS CEO Philippe Schaus at the signing ceremony with Chow Tai Fook managing director Kent Wong

By STAFF REPORTS

Hong Kong-based jeweler Chow Tai Fook is entering the Hawaiian retail market in a partnership with LVMH-owned travel retailer DFS Group's T Galleria.

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Chow Tai Fook has a global retail presence with a point of sale network totalling more than 2,300 locations. Hawaii is an interesting choice for a luxury brand, as the market is situated between Asia and the North America, and is a frequent holiday destination for affluent consumers from both regions.

Welcome to Honolulu

Chow Tai Fook will enter the Hawaiian retail landscape in May with its first-ever branded boutique within DFS' already established T Galleria in Honolulu, the Hawaiian island's capital city.

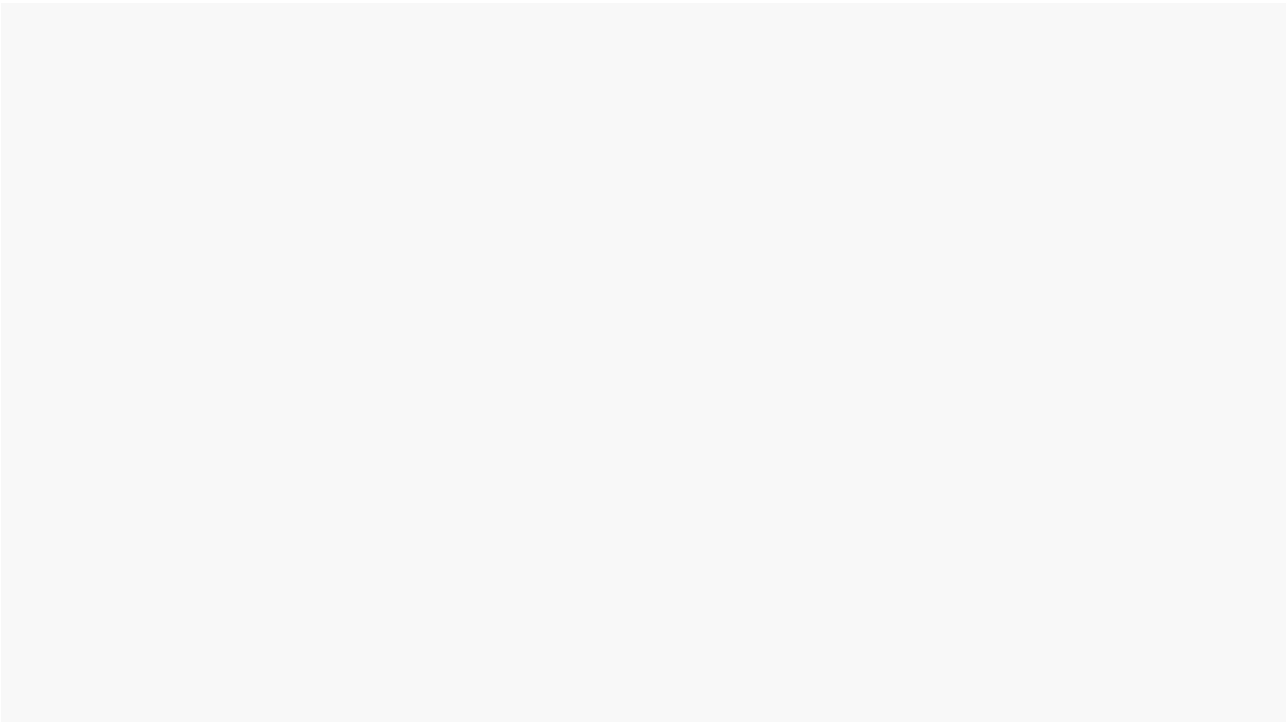
Located on Royal Hawaiian Avenue, both Chow Tai Fook and T Galleria are situated in the heart of Honolulu, and are in close proximity to Waikiki Beach and a number of high-end resort properties.

For example, Mandarin Oriental is bringing its oriental heritage to Hawaii through a new hospitality and residential project on the island of Oahu.

The hotel chain recently announced its plans to open a luxury hotel and branded residences in Honolulu. Mandarin Oriental's project, scheduled for an opening date in early 2020, will be the brand's introduction to the island chain, an important tourism and business destination between Asia Pacific and the United States ([see story](#)).

T Galleria's location in Honolulu offers more than 140 brands across luxury categories including beauty and fragrance, fashion and accessories, watches and jewelry, wines and spirits and foods and gifts. T Galleria also sell Hawaiian-made products and handcrafts.

Chow Tai Fook's shop-in-shop will cover nearly 1,000 square feet within T Galleria. Chow Tai Fook will boost the travel retailer's jewelry category by offering a wide range of jewelry.



La Puret d'Art High Jewellery 2016 Collection - Le Labyrinthe Artistique Sleek yet vivid, the androgynous design brings to mind Lissitzky's use of shifting axes to project abstract dimensions and multiple vistas. Rubies and diamonds in round and baguette cuts radiate inner elegance and simplicity while the flawless square jade effuses a creative yet serene aura. #ctfhighjewellery2016 #lelabyrinthheartistique #ElLissitzky #LaPuret d'Art #theartlabyrinth #abstractart #paytributetoabstractart #rhythmofshape #Jewellery #highjewellery #Art #artjewellery #firsteverartjewellerycollection #ChowTaiFook #CTF

A post shared by Chow Tai Fook Jewellery (@chowtaifookjewellery) on Apr 11, 2017 at 10:09am PDT

"We are proud to be Chow Tai Fook's partner in bringing their exquisite collections to travelers in Hawaii," said Philippe Schaus, CEO of DFS Group in a statement. "With more than 50 years of experience in Hawaii, we are confident that T Galleria's reputation as the world traveler's preferred destination for luxurious shopping will attract many new customers to Chow Tai Fook."

Jewelry will include gem-set pieces, fixed-price gold products and platinum and karat gold jewelry. Also, Chow Tai Fook will display its exclusive collections such as Oriental Blessings and Jardin Magique to appeal to the large Asian populations that visit Hawaii.

Chow Tai Fook-owned Hearts of Fire will also have space within the shop-in-shop where it will sell diamond and wedding jewelry from its Flight of Radiance and Rhythm of Snow collections, among others.

"The signing ceremony marks a key milestone in the partnership between Chow Tai Fook and DFS," said Kent Wong, managing director of Chow Tai Fook in a statement. "We are excited to bring the first-ever Chow Tai Fook branded store to Hawaii, supported by DFS' extensive retail expertise, to capture the vast growth potential of leisure spending in the Hawaii market."

As of press time, Chow Tai Fook only operates one other United States point of sale, a branded shop-in-shop at Macy's department store in Flushing, Queens.