

RETAIL

DFS opens gentlemen's watch, whisky lounge in Macau

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Timepieces & Whiskies at T Galleria by DFS in Macau. Image courtesy of DFS

By STAFF REPORTS

LVMH-owned travel retailer DFS' T Galleria is expanding its men's lifestyle concept with a boutique designed specifically for fine timepieces and whiskies.

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DFS' lifestyle expansion is in response to market trends as watches and spirits do particularly well in a travel retail setting ([see story](#)). Dubbed "Timepieces & Whiskies," the retail concept is located at the T Galleria by DFS in Macau, a market that expresses high interest in the featured categories.

Time before boarding

Timepieces & Whiskies is positioned within the men's fashion floor and alongside the shoe hall.

A benefit of the introduction of Timepieces & Whiskies is that T Galleria by DFS, Macau offers consumers fashion, accessories, watches and spirits in one place.

Inspired by the collector who travels the world, Timepieces & Whiskies will be curated to include undiscovered treasures and iconic pieces.

Designed as a lofted library-style lounge, consumers can sample single malts at the bar or try on a classic timepiece while they wait for their flight.

The retail area will be stocked with a curated selection of 30 whiskies such as The Macallan and Glenmorangie. A number of single malts available at Timepieces & Whiskies will be exclusive or limited-editions such as Araid Rare Cask Reserve, only available at DFS in Macau, and Glenmorangie Legends Collection, a travel retail exclusive.



Timepieces & Whiskies opened at T Galleria by DFS in Macau Aug. 12. Image courtesy of DFS

"With Timepieces & Whiskies, we bring the classic hospitality tradition into the retail shopping experience," said Brooke Supernaw, senior vice president spirits, wines, tobacco, food and gifts at DFS Group, in a statement.

"Whether a whiskey lover or simply curious to learn more about the spirit, today's shopper wants to explore and be taken on a tasting journey," she said. "By offering a personalized, tailored tasting experience within the comfort of this gentlemen's-style lounge, our guests will immediately feel at home as our staff help them discover something new with DFS."

Whiskey lovers will be treated to tasting events and seminars from leading brand ambassadors throughout the year.

As for timepieces, the watches on display are hand-selected by DFS' watch team. Watch brands featured include IWC Schaffhausen and Zenith as well as niche brands such as NOMOS Glashtte and Romain Jerome, available only at T Galleria Macau.

Adding to the lifestyle atmosphere, timepiece books will be on display throughout the store for consumers to flip through while trying on watches, or they can play a game of foosball.



Consumers can enjoy a glass of whiskey as they shop for a timepiece. Image courtesy of DFS

"Building your watch collection is intensely personal," said Christophe Chaix, senior vice president watches, jewelry and accessories at DFS Group, in a statement.

"Timepieces & Whiskies allows collectors not only to explore some of our watch buyers' favorite pieces of the moment, but to engage in a dialogue on the latest trends, niche brands and how to round out your collection," he said. "We look forward to building a community of enthusiasts and indulging them in the best of the best watch world right in Macau."