

FRAGRANCE AND PERSONAL CARE

DFS dishes on day-to-night beauty in cosmetic campaign

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DFS' showcase includes skincare, makeup and fragrance. Image courtesy of DFS

By STAFF REPORTS

LVMH-owned travel retailer DFS is serving up beauty tips for the jet set in a global event.

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DFS' fifth annual "First Class Beauty" event spans 24 of the brand's locations in 17 cities, allowing shoppers to pick up tips and tricks for cosmetic looks for every part of their day. From events and in-store technology to beauty-themed foods, DFS is hosting an immersive look at beauty geared toward the traveler.

Cosmetic celebration

This year's First Class Beauty campaign is centered on the theme "Your Day-to-Night Beauty Experts." Along with highlighting makeup that can take consumers from daytime to evening, the event also showcases looks that work for any hour of the day, speaking to shoppers on the go.

More than 40 brands will be featured throughout the initiative. Among them is MAC, whose Workshop Caf offers an interactive experience.



MAC Workshop Caf at T Galleria Beauty by DFS Hong Kong, Causeway Bay. Image courtesy of DFS

During the campaign, DFS is also debuting an artificially intelligent augmented reality mirror by Meitu that allows shoppers to try on combinations of lipcolor from brands including Giorgio Armani Beauty and Lancme.

DFS kicked off its First Class Beauty initiative in Hong Kong on Aug. 9. The first floor of T Galleria Beauty by DFS Hong Kong, Causeway Bay was turned into a pink makeup playground for 200 celebrities and VIP clientele.

To the soundtrack of a DJ set, guests could have their hair braided, sample sweet treats and try their luck at a claw machine holding bags.

Makeup artist Will Wong and beauty entrepreneur Helen Ma offered tips and tricks to attendees.

"Your Day-to-Night Beauty Experts' is our biggest edition yet of First Class Beauty, with the largest number of participating brands and the most exciting activations. We are thrilled to leverage our deep expertise in beauty, and our understanding of what makes our customers happy, to bring the ultimate First Class Beauty experience to discerning global travelers," said Christophe Marque, senior vice president beauty at DFS Group, in a statement.

First Class Beauty will run through Aug. 31 at most locations, while the DFS locations at New York's JFK International Airport and Los Angeles International Airport will host their events through Sept. 30.

DFS has been focused on offering experiential travel retail, taking duty free shopping beyond the transaction.

The retailer's T Galleria previously expanded its men's lifestyle concept with a boutique designed specifically for fine timepieces and whiskies.

DFS' lifestyle expansion is in response to market trends as watches and spirits do particularly well in a travel retail setting. 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.

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 ([see story](#)).

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