

JEWELRY

DFS looks to capture collectors with rare watches and jewelry showcase

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DFS Masters of Time 2017. Image credit: DFS

By STAFF REPORTS

LVMH-owned travel retailer DFS is appealing to watch and jewelry aficionados as it curates an exhibit featuring 30 brands in Macau.

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Now in its 10th year, Masters of Time will kick off Dec. 7 with a showcase of jewelers including Tiffany & Co., Bulgari and Piaget. For DFS, this celebration is its latest initiative aimed at creating special experiences and opportunities for its shoppers.

Experiential exhibit

Masters of Time will open with a gala exhibition of rare watch and jewelry designs at T Galleria by DFS, Macau, Shoppes at Four Seasons. As it celebrates its milestone anniversary, the event has curated a series of more than 450 pieces, including some unique creations made specially for DFS.

Brands showcased include Hublot, IWC Schaffhausen, Roger Dubuis and Ulysse Nardin. Along with watches, jewelry from collections such as Tiffany's Paper Flowers and Bulgari's Diva's Dream will also be on view.



Tiffany's Paper Flowers collection. Image credit: Alibaba

From there, the celebration will enable visitors to buy pieces through the end of February.

Extending the experience beyond Macau, DFS pre-launched Masters of Time at its Venice, T Fondaco dei Tedeschi store in September. The following month, dinners in Chengdu and Shenhai provided an opportunity to view watch and jewelry pieces.

In 2019, the Masters of Time X collection will be available in stores in other global destinations.

"As we enter our 10th year of DFS' Masters of Time, the desires of our customers have never been more central to our carefully curated collection," said Matthew Green, senior vice president of watches and jewelry at DFS Group, in a statement. "We have worked with some of the most famous brands in the world to create and select masterpieces to captivate experienced collectors and first-time buyers alike.

"This is a collection worthy of this milestone anniversary, and we are delighted to welcome new and existing customers to discover something truly unforgettable at Masters of Time X," he said.

Watches and jewelry is one of DFS Group's five key pillars, leading the retailer to curate exclusive collections with luxury brands.

Cartier is partnering with DFS for an exclusive collection of Santos de Cartier watches.

The collection, called Cartier x DFS Santos de Cartier, debuted in 2018. Ahead of its reveal, Cartier has created a new advertising campaign featuring Chinese artist Deng Chao to promote the collection and build anticipation for its imminent release ([see story](#)).

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