

RETAIL

## DFS hosts Year of the Pig celebrations around the world

January 10, 2019



DFS celebrates the Lunar New Year. Image credit: DFS

By STAFF REPORTS

Duty free retailer DFS is focusing on the Year of the Pig for the Lunar New Year 2019, with a series of promotions, offers and interactive events at a number of its stores.

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At select stores around the world, DFS will offer a curated selection of products and personalization options in addition to exclusive items and offers. Immersive experiences offered include fun activities such as a Fortune Catcher claw machine.

### Year of the Pig

Personalization efforts available at DFS stores will include the ability to add special messages to gifts in six available languages, monograms added to leather goods and iron-on patches featuring emojis. These efforts will be available until Feb. 17.

DFS' claw machine will allow users to attempt to collect products across categories including fashion, accessories, beauty, watches and jewelry and food.

In addition to the claw machine, DFS is releasing a mini WeChat program as part of the Year of the Pig campaign, where customers can select city-themed gift boxes to be filled with their wishlist items within a set time.

The game will also include an ability to win a DFS ecommerce coupon.

[View this post on Instagram](#)

Get ready to celebrate Lunar New Year! Visit us to grab exciting prizes from The Fortune Catcher, enjoy a Chinese lion dance, shop exclusive monogrammable accessories and more. Available at select stores from February 1, 2019: DFS.com . #DutyFreeShop // DFS2117 #T DFS.com #T

A post shared by DFS & T Galleria (@dfsofficial) on Jan 10, 2019 at 2:00am PST

### *DFS Instagram post*

"Lunar New Year is one of the world's most celebrated festivals and is a time for family, friends, giving, happiness and good fortune," said Ariel Gentzbourger, executive vice president merchandising at DFS Group, in a statement. "As we welcome the Year of the Pig, we thank our loyal customers and look forward to welcoming new traveling customers to a luxurious shopping experience that only DFS can offer.

"Our Lunar New Year campaign enhances the pleasure of giving by offering an array of DFS exclusive products for customers to show appreciation to loved ones or treat themselves to something extra special at this special time."

Longines recently highlighted its 50-year relationship with duty-free retailer DFS with a commemorative timepiece this month.

The DFS Special Edition is available at the retailer's airport stores and its T Galleria locations worldwide, and started Jan. 1, 2019. Longines' special edition model is a version of its Master Collection and will be available in two sizes ([see story](#)).

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