

APPAREL AND ACCESSORIES

Bally celebrates spirit of exploration in DFS capsule

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Bally x DFS capsule. Image courtesy of DFS

By STAFF REPORTS

Swiss fashion label Bally is bringing an exclusive collection to LVMH's duty-free DFS stores, looking to reach travelers through the retailer.

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The DFS x Bally capsule celebrates newly named ambassador Deng Lun, a 26-year-old Chinese actor. Duty-free retail environments enable brands to offer travelers something different, connecting a shopping experience with a trip.

"DFS represents the ultimate luxury shopping experience in the travel retail channel," said Nicolas Giroto, CEO of Bally Group, in a statement. "We are pleased to serve customers in this important network with a unique collection that reflects the sense of adventure rooted in Bally's history.

"Our partnership with pioneering actor Deng Lun aptly celebrates this capsule debut," he said.

Exploration exclusive

Bally's collection will be carried at select downtown DFS T Galleria stores and airport shops.

For fall/winter 2019, the brand was inspired by the positive feelings that come from traveling. This was reflected in pieces that speak to excursions such as mountaineering.



Bally's promotion with Deng Lun. Image courtesy of DFS

DFS often links with brands on exclusives, looking to provide travelers with differentiated offerings.

For instance, jeweler Tiffany & Co. took inspiration from its hometown for a special collection being sold solely through LVMH-owned retailer DFS.

Exclusive Tiffany T pendants modeled after the New York skyline were available in DFS T Galleria and airport stores for six months. While this partnership allows DFS to bring something new and different to its shoppers, it also enables Tiffany to reach consumers in the booming travel retail market ([see story](#)).

"We are thrilled to be partnering with Bally in debuting an exclusive capsule collection, and to introduce yet another assortment that our discerning customers can only find at DFS stores worldwide," said Magali Ginsburg, senior vice president of fashion at DFS Group, in a statement.

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