

FRAGRANCE AND PERSONAL CARE

## Dior, DFS team up again to celebrate summer

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*DFS teams with Dior for summer series. Image credit: Dior*

By STAFF REPORTS

French fashion label Christian Dior and duty-free retailer DFS are hosting a month-long summer party for travelers to celebrate the former's perfume division.

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The DFS x Dior Summer Party pop-up will be located at DFS's retail stores throughout the world in various airports. The experience will be open from July 1 to 31, starting off in T Galleria by DFS in Macau, China.

### Summer party

Dior is offering a variety of beauty essentials for summer in the upcoming pop-up but is also including complimentary makeup and fragrance consultations. Dior makeup artists will provide expert advice to those who stop by.

The stores will also exclusively feature the Dior Lip Glow Trio set.

DFS x Dior Summer Party features a variety of summer-themed elements to make visitors feel as though they truly are at a summer celebration with specially designed loungers and colorful floats. It will also feature a specialty cocktail named Miss Dior Blooming Bouquet, comprised of peony and rose in a sparkling mix.

The cocktail plays tribute to the brand's interest in flowery scents.

A live photo polaroid booth will also be on site for customizing. Visitors will be able to send personalized postcards to friends and family.



*Dior's pop-up shop at DFS. Image credit: Dior*

Dior will be giving out limited-edition Dior Summer Party bracelets to those who are able to grab the bracelets in a claw machine. An exclusive gift will also be available to random winners with purchase.

This pop-up series, which will be located at DFS stores in Hong Kong, Macau, Singapore, Bali, Hawaii, Los Angeles and Abu Dhabi, is one of many Dior x DFS collaborations.

Recently, the French fashion house immersed shoppers in a pink cityscape in an upcoming pop-up at T Galleria by DFS in Galaxy Macau.

The temporary Pink City outpost was designed as a branded microcosm, complete with a library, music hall, caf and flower shop. This first of its kind pop-up was intended to provide a form of retailtainment to shoppers through interactivity ([see story](#)).

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