

RETAIL

## DFS "Give Joy" holiday campaign ropes in 90-plus brands to participate in personalized offerings

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*The Red Gold product combo at DFS and T Galleria stores for the Give Joy holiday campaign. Image courtesy of DFS*

By STAFF REPORTS

LVMH's DFS, the leading luxury travel retailer worldwide, tomorrow launches its annual "Give Joy" campaign to mark the holiday season and gifting associated with it at all its airport and downtown stores.

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The retailer will offer a curated selection of more than 150 exclusive products from 90-plus brands across categories such as fashion and accessories, beauty and fragrance, watches, jewelry and accessories, wines and spirits, and food and gifts.

Personalization services will support many of these limited-edition items at the airport stores and 19 T Galleries downtown in cities worldwide.

**Make it pop**

The stores will also showcase a line of branded pop-up stores from participating brands.

For example, Christian Dior will offer customized ribbons with customers' or their loved ones' names, unique wrapping paper with a variety of iconic Dior charms to create customized own gift boxes, and fragrance-engraving services.

Yves Saint Laurent will have a "Make It Yours" Bar with engraving services, limited-edition lipstick caps and unique gift box creations.

Jo Malone London will have a "Magic and Mayhem" concept to let shoppers engrave their bottles with a personal message, date or initials, and monogram gift boxes with festive stickers.



*Wines and spirits spread at DFS and T Galleria stores for the Give Joy holiday push. Image courtesy of DFS*

Also, DFS' Personalization Gift Shop is back in five global destinations this year with customization services. They will stock products from FAO Schwarz, Kikki K, Sugarfina, Walkers, Bunnies by the Bay and Tim Tam.

THEATRICAL ROTATIONS in the form of visits from Santa Claus and his crew, along with parades and performances from local musicians, will embellish the travel shopping experience.

*DFS' "Give Joy" holiday 2018 campaign*

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