

FRAGRANCE AND PERSONAL CARE

DFS Group opens largest beauty hall in network

December 20, 2021



DFS opened the network in the Chinese province of Hainan in a ceremony attended by representatives from Mission Hills, both groups and more. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group has opened the biggest beauty hall in its global store network.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

In partnership with Shenzhen Duty Free Group, DFS opened the network in the Chinese province of Hainan in a ceremony attended by representatives from Mission Hills, both groups and more. The grand opening event for the beauty hall will take place next month.

"In choosing Hainan as the location for the largest beauty hall in our entire network, we wanted to show our customers how important they are to us, and that we will always deliver on our promise to create the most luxurious and exciting shopping experiences for them," said Nancy Liu, president of DFS China, in a statement.

"Our new beauty hall will undoubtedly become the must-visit destination for beauty shopping on the island, with many more surprises yet to come."

Beauty Hall Hainan

The new beauty hall will boast more than 80 global leading beauty brands in a space spanning more than 68,000 square feet over two levels. By the end of next year, the beauty hall will feature up to 100 beauty brands.

The beauty hall reflects classic DFS style, with European design and smooth marble accents with modern boutiques.



By the end of next year, the beauty hall will feature up to 100 beauty brands. Image courtesy of DFS Group

Brands featured in the beauty hall include Dior, Lancme, Este Lauder, Christian Louboutin and more. Consumers will be invited to shop in-store as well as online, with more than 70 of the beauty brands being available for purchase through the store's WeChat ecommerce shop, which offers 24/7 live chat customer service.

Earlier this month, DFS Group partnered with LVMH-owned Champagne house Dom Pérignon on a pop-up centered centering Oscar-winning actor and singer Lady Gaga.

Stemming from the Champagne house and Oscar-winner's partnership, the pop-up invites consumers to The Queendom, a multisensorial creative experience, featuring a sculpture designed by the entertainer herself. The immersive pop-up is being held at T Galleria at DFS, Macau, City of Dreams until Dec. 28 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.