

FRAGRANCE AND PERSONAL CARE

Retailtainment' event series from DFS Group explores next-gen beauty trends

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Through curated experiences involving products and innovations such as virtual makeovers, consumers can explore the future of the industry. Image credit: DFS

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is rolling out its biggest event series of the year.

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Partnering with 15 brands in the sector, including French beauty brand Guerlain and British luxury fragrance brand Jo Malone, the company is uncovering what comes next in the industry through the annual "Explore New Dimensions" slot. Through curated experiences involving products and innovations from each collaborating label, consumers can explore the future of beauty at participating stores in Macau, Paris, Hong Kong, Venice, Singapore, Saipan, Bali and Guam.

"We are extremely excited to be back live-in person to present our biggest beauty event of the year in partnership with 15 world-renowned brand partners," said Christophe Marque, president of merchandising at **DFS**, in a statement.

"Bringing our discerning customers entertainment, technology-driven exploration, and exclusive products and services that you simply can't find elsewhere and, in the way only DFS knows best."

Up next

At each participating DFS location, paying customers can receive complimentary compact mirrors while supplies last and engage in hands-on opportunities to see first-hand the beauty industry of tomorrow.

The 15 brands are showcasing their most cutting-edge work and fresh drops in the global stores, each embracing the next wave of trends and hosting pop-ups. Aside from Guerlain and Jo Malone London, Burberry, Este Lauder and L'Occitane are among those participating.

Each brand is allowing guests to try out new products, create their own looks in-store using limited-time makeup and fragrances, and test new skincare routines.



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Guerlain specifically is presenting two exclusive workshops, "Honey Tasting" and "Melliferous Flower," that both delve into the benefits of the Abeille Royale Honey Treatment Night Cream throughout August. The brand is also providing therapeutic facial treatments involving royal jelly and of course, more honey.

Presenting "Whimsical World," Jo Malone London is placing pop-ups at T Galleria by DFS at Macau's City of Dreams ([see story](#)) and Shoppes at Four Seasons locations, and at the Canton Road store in Hong Kong. With a purchase, customers at these spots can take their chance with a digital claw game to win brand products, personalization services and limited-edition boxes, keychains and magnets.

Other virtual activations for Explore New Dimensions include makeovers via augmented reality face filters called Magic Mirror and an interactive artificial intelligence (AI) consultation called the Aura Perfumery, which grants participants specific colors to represent their "energy field" in a recognition of individuality. After, customers can take home their own signature scent that matches their results and AI-generated artwork that symbolizes the "auric DNA" availability is limited and based on a first-come-first-served basis.

On Aug. 4, 19 participating stores took part in a "Beauty Night Out" to celebrate the launch, with a flagship event at T Galleria Beauty by DFS, Galaxy, Macau. At these headquarters for the night, a high-end fragrance section, live-streamed studio demonstrations, the premier of the DFS Beauty Collective concept, a Meitu Make-Up digital mirror activity and a handful of spa rituals all came together.

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