

RETAIL

DFS rings in first anniversary of The Londoner Macao

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The campaign treats shoppers to “retail-tainment” touches. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is celebrating one year since the opening of a duty-free hub.

Anniversary events including winter promotions and rewards are unfolding at T Galleria by DFS, Macau, The Londoner. Launched Dec. 9, the store’s family-friendly campaign also involves a children’s fashion show, hosted in collaboration with Singapore-based loyalty program Sands Lifestyle.

“We are delighted to celebrate the first anniversary of our store opening at The Londoner Macao and are thrilled to partner with Sands Lifestyle on launching the first Little Luxury Stars Kid’s Fashion Show in Macau,” said Johan Pretorius, president of Hong Kong and Macao at [DFS Group](#), in a statement.

“We take our brand promise seriously in being our customers’ personal guide to a world of luxury,” Mr. Pretorius said. “Shoppers looking to indulge during this festive season can count on us to deliver an unforgettable curated experience when shopping at DFS The Londoner Store.”

Stop and shop

In honor of the commemorative programming, guests can expect to receive a variety of exclusives at Shoppes at Londoner.

The 22,000-square-foot space sells more than 120 leading and emerging brands. More than 50 of the names in stock hail from the world of beauty, while 36 are watch and sunglass labels and over 40 are kid’s fashion and toy companies.

This weekend, the demographic remained top-of-mind as a presentation entitled “Little Luxury Stars” kicked off. Following a ribbon-cutting ceremony and themed dance performance held Saturday, 20 young people walked the runway sporting seasonal outfits available at T Galleria by DFS, Macau, The Londoner.

German fashion house Boss, British fashion house Stella McCartney and Italian fashion labels Kenzo Kids, Moncler, Moschino and Versace Kids outfitted kids in designer collections.

French fashion labels Balmain, Chlo, Givenchy and Kenzo Kids were also worn. The event spotlights a growing segment in luxury ([see story](#)).



The travel retail location hosted a children's fashion event. Image courtesy of DFS Group

Fashion show aside, limited-time shopping opportunities, in-store promotions and London Zoo-inspired decorations round out the celebration.

With the holiday season in full swing, those stopping in can enjoy special performances by Santa Claus and the Royal Guard, animal mask painting workshops, balloon events and, among other activities, a chance to win a grand prize of an e-coupon worth 28,888 Macanese Pataca, or just over \$3,500 at current exchange.

Visitors can also play the Exclusive Lucky Capsule Game, which offers the winner a complimentary hotel room night and vouchers.

"At Shoppes at Londoner, a premium lifestyle mall with a family focus, we are always looking to exceed shoppers' expectations by arranging special promotions and events," said Timothy Jones, senior vice president of retail at Sands China Ltd., in a statement.



Kids remained top-of-mind this weekend, as a presentation entitled "Little Luxury Stars" kicked off. Image courtesy of DFS Group

"With Christmas just around the corner, this is the perfect time to launch Little Luxury Stars, providing shoppers with a host of on-trend ideas for fashionable gifts," Mr. Jones said. "I would like to thank DFS for their invaluable support in making this inaugural fashion event so engaging and rewarding for the entire family.

"Following the kickoff of this fashion extravaganza, Harry Potter: The Exhibition will open on Dec. 15 at The Londoner Macao, giving visitors even more family-friendly options."