

RETAIL

DFS boosts bespoke service, offerings with Beauty Collective' concept

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Consultations, free testers, personalized recommendations and an eatery are just a few immersive additions to the retail space. Image courtesy of DFS

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS is introducing new interactive elements and brands in Hong Kong.

Boosting bespoke retail offerings, the company's "Beauty Collective" concept is rolling out at T Galleria Beauty by DFS, situated in the city's Hysan Place shopping center in Causeway Bay. As part of this, a lineup of 24 fresh labels spanning lifestyle, skincare, technology and haircare is coming to the destination, as well as personalized consultations, tailored regimen recommendations and in-store try-ons.

"At DFS, innovation is at the heart of how we stay devoted to delivering luxury without boundaries," said Amael Blain, global senior vice president of beauty at [DFS Group Limited](#), in a statement.

"With the launch of our 'Beauty Collective' concept, we are able to offer a unique customer experience and a wide choice of brands that can only be found at DFS," Mr. Blain said. "It is an exciting moment in our journey as we continue redefining the shopping experience for our beauty customers."

Enhanced experiences

The 24 new brands are now part of DFS's edit of favorites for customers to discover.

The curation is made up of names that are not yet widely available in Hong Kong, granting the retail spot a level of exclusivity. Meant to inspire holistic wellness, the collective includes Aman Essentials, Barneys New York, Bioeffect, Christophe Robin, Malin+Goetz and Ulike.



Those who get a hair and scalp analysis from Hair Rituel by Sisley will get a free tester based on their test results, and others in the space are advertising similar offers. Image credit: DFS

Shoppers can explore these fresh offerings at DFS, which is now also home to interactive retail perks.

Reshaped specifically to allow for a “bespoke, luxury adventure,” customers can enjoy a more hands-on buying journey ([see story](#)). From getting a skin and hair analysis to one-on-one consultations based on individual needs, the space is more immersive than ever before.

Additionally, guests can linger longer thanks to the freshly unveiled Elephant Grounds caf on site. Serving signature beverages and Asian cuisine, the eatery allows for an energy boost between trying out new products and learning about personal beauty needs from experts.

Alongside the launch of the “Beauty Collective” concept at Hysan Place, the Galleria Beauty by DFS store at Canton Road in Tsim Sha Tui is also getting an upgrade.

The retailer is adding new fragrances from six maisons, including Acqua di Parma, Maison Francis Kurkdjian, Maison Margiela, Penhaligon’s, Santa Maria Novella and Trudon to its merchandise. Those who purchase one of the selected brands will receive a gift while stock lasts.

Clients that spend HK 2,000, or \$256 at current exchange, on beauty items will be given a complimentary 15-minute “Fragrance Experience” through Jan. 31. The perk is worth HK 200, or \$26 at current exchange.

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