

RETAIL

DFS Group leverages cultural ties for Lunar New Year

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This month, customers can enjoy live demonstrations of an ancient craft. Image courtesy of DFS

By EMILY IRIS DEGN

Luxury travel retailer DFS is collaborating with the Hong Kong Arts Centre to ring in the Lunar New Year.

Three members from the creative institution, Meko Cheng, Chung Siu Fung and Wong Wan Ying, made 10 exclusive paper cuttings for the “Liberate Your Inner Dragon” campaign. Running through Feb. 29, 2024, the effort brings the authenticity of traditional culture to the company’s immersive touchpoints.

Good fortune

DFS is enriching its retail concept with heritage this month.

To kick off the Lunar New Year, products that promote abundance and luck have been gathered into an exclusive lineup, making it easier for customers to find gifts specifically suited for the holiday. While shopping, guests can engage with crafts and ancient traditions.

Titled “Where Art Meets Tradition,” the brand and the Hong Kong Arts Centre are launching a red paper-cutting exhibition at more than a dozen T Galleria by DFS locations around the world.

The retailers will use the showcase’s creations as decorations.



Paper cutting is on UNESCO’s “Representative List of the Intangible Cultural Heritage of Humanity.” Image courtesy of DFS

The display delves into the history of the 1,500-year-old folk art form, which is said to bring good fortune.

For the event, three masters from the collaborating institution made 10 exclusive red paper cuttings, each complete with New Year symbols like moonlight, dragons and calligraphy. The works use gold leaf, shells and mesh fabric to form multidimensional and reflective compositions.

Published videos detail their processes, sharing with international viewers the deeper meanings behind their work.

DFS will also host live demonstrations at selected stores, led by the city's artists. The finished products will be given out to surrounding shoppers as gifts.

Consumers visiting stores during the month may receive a complementary Prosperous Papercraft set upon purchase, allowing them to try their hand at the ancient technique.



Monetary prizes and complementary products are part of the DFS holiday campaign. Image courtesy of DFS

Additionally, those who shop the curation of Lunar New Year gifts and spend a "specific amount in-store" will receive a limited-edition pack of eight red envelopes.

Other festivities include holiday promotions on beauty products, dance performances and digital games.

The magic of immersion

Many in the premium sector have opted to celebrate the Lunar New Year this season.

With the lucrative December holidays seeing meager returns globally, luxury brands are extending major advertising efforts into the Chinese observance. What was once a niche marketing event has been transformed into a vital opportunity to interact with a valuable spending demographic ([see story](#)).

For 2024, art appears to ground multiple campaigns even outside of this latest exercise ([see story](#)). Others are reviving legacy characters and leaning into symbolism ([see story](#)).

However, DFS's in-person layout could lend a particularly powerful spotlight and attract more enthusiastic customer participation.



DFS is focusing its Lunar New Year campaign on in-person activities. Image courtesy of DFS

In recent years, the business has celebrated the Lunar New Year digitally, keeping the focus online ([see story](#)).

Perhaps in light of reopened borders and boosted intraregional travelers, the brand has been digging its heels into immersive shopping in the physical world. From “retailtainment” series ([see story](#)) to beginning development on major commerce centers ([see story](#)), DFS is putting all things experiential at the heart of its activities.

The retailer is not alone in its investment strategy. Luxury, in general, is using sensorial concepts, pop-ups and more to captivate in-store clientele, responding to the increasingly loud cry for engaging shopping options.

As demand surges, this approach to capturing customer attention is unlikely to disappear anytime soon.

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