

DFS beauty event to hit 13 destinations from early September



Duty free and travel retailer, DFS Group is counting down to the start of a 17-day beauty event to be held concurrently at 13 destinations on three continents.

The company – majority owned by the world’s largest luxury conglomerate Moët Hennessy Louis Vuitton (LVMH) – will launch the inaugural First Class Beauty on 5 September (ending 21 September).

Participating locations include 18 DFS airport and downtown Gallerias in 13 destinations: Abu Dhabi, Auckland, Bali, Guam, Hawaii, Hong Kong, Jakarta, Los Angeles, Macau, Okinawa, Saipan, Singapore and Sydney.

The event will showcase indulgent beauty experiences, events and promotions from leading beauty brands, says DFS, including travel-related beauty tips and advice led by a panel of beauty experts. They are: Miyako Miyazaki (Miss Universe Japan); celebrity make-up artist Perry Liu; and style icon Nicole Warne (of fashion and lifestyle blog, Gary Pepper Girl) – *see below*.

The panel, says DFS, has worked with the company’s in-house beauty staff to spotlight trends and push the boundaries in beauty and luxury DF&TR.

Sibylle Scherer, President, Consumer Marketing and Branding at DFS Group, comments: “Travel is and should be a joyful and soul-fulfilling experience, and looking good is linked to feeling good. This is really the story behind First Class Beauty, and has been the story of DFS when we greeted our first customers over 50 years ago.”

Scherer describes the chosen panellists as “representing the aspirations of so many travellers to feel special and look beautiful on their journeys”.

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Nicole Warne, the talent behind the Gary Pepper Girl blog, adds: "The concept of 'style on the go' has become an increasingly important part of my life, so I'm excited to share all the style, beauty and travel tips I have picked up along the way."

Nicole Warne, also known as the Gary Pepper Girl (www.garypeppergirl.com), is an international travel and style blogger. She has built a vast following with her beautifully-shot cinematic photos, combining beauty, fashion and travel. A front row regular at fashion weeks around the globe, Nicole is a favourite of 'street style' photographers for her ability to translate runway into the everyday.



Perry Liu is a sought-after stylist and beauty expert in Asia and founder of PIMEI.COM. He has styled numerous celebrities including Barbie Hsu and Huang Xiaoming, and is a columnist in several fashion and beauty magazines in Asia.



Miyako Miyazaki was chosen as Miss Universe Japan in 2003. The same year, she was also one of the top-five finalists in the Miss Universe World Competition in Panama City, making her the first Japanese contestant to rank as high in 15 years.



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As well as the panellist insights - many of which will be shared on DFS.com and DFS social media channels - customers will be able to indulge in a range of experiential activities offered by over 50 beauty brands, together with those offered by DFS.

Highlights include workshops with beauty bloggers in Hong Kong, a



beauty party with DJ and champagne in Hawaii, and makeovers, nail art designs, and massages in destinations such as Macau, Okinawa, Guam and Sydney.

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To mark the event, DFS has created a compact limited edition First Class Beauty by DFS travel beauty bag (*left*). The bag is crafted in ultra-soft vegan leather and available in three pastel hues: blush, sky and citrus and is a gift with purchase at participating T Galleria's airport locations.

The participating beauty and fragrance brands are: Anna Sui, Aveda, Benefit, Biotherm, Bobbi Brown, Burberry, Bvlgari, Chanel, Clarins, Clarisonic, Cle de Peau, Clinique, Dior, Elizabeth Arden, Estée Lauder, Fendi, Giorgio Armani, Givenchy, Guerlain, Helena Rubinstein, Jo Malone, Jurlique, Karl Lagerfeld, Kiehl's, L'Occitane, L'Oreal, La Mer, La Prairie, Lancôme, M·A·C, Marc Jacobs, Narciso Rodriguez, O.P.I, Origins, Paul & Joe, Peter Thomas Roth, Philosophy, Polo Ralph Lauren, Prada, Repetto, Roberto Cavalli, Salvatore Ferragamo, Shiseido, Shu Uemura, Sisley, SK-II, The Body Shop, Tom Ford, Valentino and YSL.

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