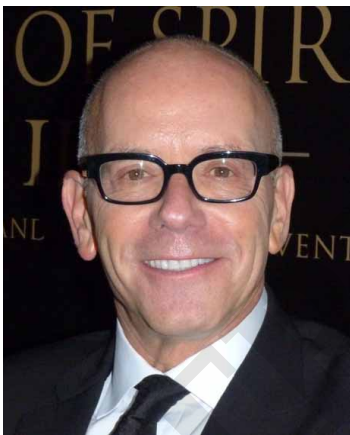


DFS offers Tom Ford at HKIA in July



DFS Group has launched Tom Ford Beauty at its Hong Kong International Airport shops and is the first airport retailer in Asia to offer the Tom Ford Beauty line of luxury fragrances.

DFS is its sole retailer offering this line in Asian travel retail throughout this month of July, with Harold Brooks, President of Global Merchandising saying this is a great opportunity for DFS in many regions, including HKIA, which he described as a shining star for us.



Harold Brooks, President of Global Merchandising, DFS Group.

Commenting, Caroline Geerlings, President of Tom Ford Beauty said: "We are pleased that our partnership with DFS will now allow us to introduce a new audience to Tom Ford Beauty. Created as the first true luxury brand of the twenty-first century, Tom Ford fragrances are artisanal scents designed with the fragrance connoisseur in mind. Tom Ford Beauty will no doubt resonate strongly with travelers at HKIA."

DFS offers Tom Ford at HKIA in July



Benjamin Vuchot, Region President, Asia North, DFS Group.

Adding his comments, Benjamin Vuchot, Region President, Asia North, DFS Group said: "After revealing our fully transformed renovation of the HKIA retail experience this month, along with its very own retail identity and logo, we are proud today to once again raise the traveller's retail experience here to the next level.

"Hong Kong has been home to us for many years now and we could not be more pleased to advance our tradition of serving world travellers in this city, together with our partners at HKIA."



A DFS Group beauty shop at Hong Kong International Airport featuring the Tom Ford range.

DFS offers Tom Ford at HKIA in July

DFS says it has been working on building a new reference in Hong Kong for luxury airport retail since taking over all three concessions at HKIA late last year. As already reported, it will shortly reveal how it is enhancing its downtown brand, DFS Galleria, with a global rebranding that will be unveiled this September in Waikiki, Hawaii.

The seven fragrances in the Tom Ford range include the designer's iconic White Patchouli, Violet Blonde, Black Orchid, Neroli Portofino, Tom Ford for Men, Grey Vetiver, and Noir.

[TOP IMAGE: DFS Group at Hong Kong International Airport with its new-look fascia, typeface and logos, as featured already in The Business].

TRB BUSINESS