

New DFS Cartier boutique 'links tradition with modernity'

DFS has completed a transformation of a 333sq m Cartier boutique within its T Galleria by DFS, Macau Shoppes at Four Seasons, which is now said to 'link tradition and modernity'.



The new boutique opened in grand style yesterday (21 February) and attracted numerous fans of the world-renowned Maison, including socialites Nat Kwan and Kayla Wong and influencers Fiona McLeish and Angie Ng.

The new store design was conceived by Parisian artist and interior designer Bruno Moinard and bears the Maison's latest architectural concept.

"Its façade presents a graphic design, featuring bold architectural elements – playing with light, rectangular shapes and see-through contrasts," says DFS. "The interior emphasises the strong codes and emblems of the Maison, such as the Panther and other historical iconography, set with décor displaying subtle shades of champagne and organic details that exude contemporary chic and elegance."

MASCULINE AREA FOR GAMING CLIENTELE

The curled walls of the rectangular space are meant to create the impression of an intimate cocoon and an activation pad – which will host new launches – takes centre stage.



This renovation will help to shape the new vision for Cartiers retail real estate worldwide.

"Specific to this boutique within one of Macau's most vibrant precincts, a dedicated masculine area is

New DFS Cartier boutique 'links tradition with modernity' designed to cater to a discerning gaming clientele," adds DFS.

The Four Seasons boutique has been designed with flexibility in mind, allowing for temporary events and seasonal animations. Following the opening, a series of activations in celebration of the new boutique and in the spirit of Cartier will take place, from a 'spectacular light show' on the façade to 'ephemeral installations' including an exclusive event night.

"DFS is proud to once again join with our longstanding partner, Cartier, in transforming their retail space to new heights – providing the most luxurious shopping experience for the modern customer," says Matthew Green, DFS Group Senior Vice President, Watches and Jewellery.



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"This exciting opening is especially fortuitous as it coincides with the beginning of the Lunar New Year, offering our discerning travellers the chance to experience an impeccable marriage of modernity and tradition."

SHAPING CARTIERS NEW VISION

As part of our durable partnership with DFS, this successful renovation participates in shaping the new vision for Cartiers retail worldwide. While Macau Four Seasons is the second boutique within the Asian Travel Retail network to endorse the new retail concept of the Maison, further renovations are to be expected within the next two years in order to inspire and reach a broader and ever-changing audience, says Cécile Naour, Cartier International Travel Retail Director.

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Launching in tandem with the refurbishment is the Guirlande de Cartier collection. “More than a bag, Guirlande de Cartier is the essence of Cartier, infused in the form of eight clean-cut facets carved from luxuriant calfskin stamped with a gold frieze,” says DFS. “Three sizes are available for a single design, to be further enriched in Spring 2019.”

The collection is on display at Cartier’s boutique at T Galleria by DFS, Macau Shoppes at Four Seasons as part of a very selective network.