

Godiva stars in Guam DFS Chocolate Fashion Show

Gold Discovery - Godiva's latest chocolate collection to be released in DF&TR - was the star of last month's Chocolate Fashion Show held at the Guam downtown DFS T Galleria in Tumon Bay, according to the Belgian chocolatier.

The fashion show, which was staged by T Galleria by DFS in Guam, is just one of three high profile travel retail promotions planned for The Godiva Gold Discovery Collection, **as reported.**



The Godiva dresses were designed by contemporary designer Anne-Sophie Cochevelou.

Commenting on the Chocolate Fashion Show, Godiva Travel Retail General Manager Matthew Hodges, said: "DFS has worked very closely with us on the breathtaking Gold Discovery promotion that we staged in T Galleria and supported our ground-breaking initiative with enthusiasm.

"The Godiva dresses designed by Anne-Sophie Cochevelou are out of this world - quite the most extraordinary creations you could expect to find in a travel retail store."



DFS has a long-standing relationship with the Godiva brand going back several decades.

CONTEMPORARY STATE-OF-THE-ART FASHION

According to the brand owner, the four dresses created by contemporary designer Cochevelou for the Chocolate Fashion Show, combined state-of-the-art fashion and representations of Godiva's chocolate boxes.

The Tradition to Modernity Showpiece Dress, made with Godiva's Gold Collection and Gold Discovery boxes, was displayed artistically on a mannequin so it could be admired from all angles by passing shoppers, said Godiva.

"The Empress Dress, with bustles of Gold Discovery boxes and garlands of chocolates, adorned a model in a photo booth. This encouraged shoppers to pose for an instant photo 'wearing' the dress upon purchase of a box of Gold Discovery," stated the brandowner.

"During peak times, a real-life model struck elegant poses on the catwalk wearing the Godiva Origami Dress, which was also crafted from contemporary Godiva packaging materials. A second model paraded up and down in the Heart of the Collection Dress decorated with Coeur Grand, Iconique and Gold Discovery gift boxes."

Beautiful displays of Godiva Gold Discovery were also laced around the catwalk and a hostess engaged with shoppers, offering chocolate samples, added Godiva.

"We are thrilled and excited with the results, and we are confident the shoppers were equally amazed and

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delighted,” said Hodges.

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