



FOR IMMEDIATE RELEASE

## DFS ANNOUNCES PLANS FOR LATEST T GALLERIA IN BRISBANE, AUSTRALIA

**NEW RETAIL COMPLEX AT QUEEN'S WHARF WILL BE DFS' LARGEST IN OCEANIA, DEVELOPED IN PARTNERSHIP WITH DESTINATION BRISBANE CONSORTIUM**

**FEBRUARY 10, 2021** – DFS Group, the world's leading travel retailer, will open a new T Galleria store complex in Brisbane, Australia, which is fast-becoming one of the most attractive and popular international travel destinations. T Galleria by DFS, Brisbane will be located at Queen's Wharf, a landmark development on the Brisbane River which is being led by the Destination Brisbane Consortium, a joint venture between The Star Entertainment Group with its Hong Kong-based partners, Chow Tai Fook Enterprises and Far East Consortium.

DFS' suite of luxury brands and stores will become fully operational as part of a staged opening of Queen's Wharf from late 2022.

Brisbane is one of Australia's oldest and most historically significant cities. It is famous for its healthy lifestyle, diverse community and thriving arts and culture, as well as the abundant natural scenery of lush rainforests, tropical beaches and mountain ranges.

Blending beautifully repurposed heritage buildings with stunning contemporary architecture across 26 hectares, Queen's Wharf Brisbane will become a world-class retail and entertainment destination. When completed, the precinct will feature residential apartments, a resort-integrated casino, several luxury and premium hotels and a convention center, along with a multitude of food and beverage, recreational and cultural attractions.

As the exclusive retailer in Queen's Wharf Brisbane, DFS will create a shopping oasis spanning more than 6,000 square meters of luxury retail floorspace. DFS' three-level T Galleria in the historic Printery Building on George Street – plus a wealth of its luxury brands, including Louis Vuitton, housed across 16 free-standing stores – will deliver a shopping oasis at Queen's Wharf featuring destination retail products from more than 100 prestigious brands.

The development will also showcase several high-profile international brands new to Brisbane.

T Galleria by DFS, Brisbane will be DFS' largest location in Oceania, after its existing stores in Sydney and Cairns in Australia, and Auckland in New Zealand. It is also the latest in a series of recent expansion activities for DFS that has seen the travel retailer forge new paths into some of the most popular travel destinations in the world. In January, DFS opened a new store on Hainan Island, China, in partnership with a domestic duty-free operator. The company is also on track to open its largest and most significant flagship store to date, Samaritaine Paris Pont-Neuf by DFS, later this year.

"DFS' approach has always been to create destinations within destinations – we choose locations where our customers want to visit and then create stores of a quality and richness that elevate the local retail offering to a world-class level. We're delighted to join Queen's Wharf Brisbane's multitude of attractions and look forward to welcoming our global traveling customers to this exciting city in the future," said Benjamin Vuchot, Chairman and CEO, DFS Group.

Prior to the halt in Australia's tourism-related travel caused by the Covid-19 pandemic, Brisbane was the fastest-growing holiday destination in Australia, averaging a three-year growth rate of seven percent in international visitors. Both DFS and Destination Brisbane Consortium are highly confident that Brisbane will be an early beneficiary of a return to normal travel patterns, primarily due to its warm, tropical climate and numerous outdoor attractions.

“Queen’s Wharf will deliver world-class experiences on so many levels,” said The Star Entertainment Group CEO Matt Bekier. “With DFS on board, our luxury retail shopping precinct will not only be globally competitive but the biggest they have in Australia. This will deliver the wow factor for locals, as well as interstate and international travelers.”

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#### **About DFS Group**

DFS Group is the world’s leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of duty free stores located in 10 major global airports and 22 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world’s largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit [www.dfs.com](http://www.dfs.com).



#### **About T Galleria by DFS**

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 22 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world’s preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.



#### **About Destination Brisbane Consortium**

Queen’s Wharf Brisbane is being delivered by Destination Brisbane Consortium, a joint venture between The Star Entertainment Group, and Hong Kong-based Chow Tai Fook Enterprises and Far East Consortium.

For more information, visit <https://queenswharfbrisbane.com.au/about/dbc-partners/>