



FOR IMMEDIATE RELEASE
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GODIVA AND DFS BRING MORE FLAVOUR TO TRAVELLERS WITH EXCLUSIVE SOUVENIR COLLECTION

AWARD-WINNING VISUAL ARTIST CREATES UNIQUE DESIGNS INSPIRED BY GLOBAL DESTINATIONS
FOR LATEST LAUNCH OF FINE CHOCOLATE ASSORTMENT

Premium Belgian chocolatier Godiva and leading travel retailer DFS are delighted to announce their latest collaboration on an exclusive pre-launch of the first designs of the new Godiva Souvenir Collection.

The Collection will be available at DFS airport and downtown stores in Asia, Oceania and the USA from July as part of the global “From (DFS) with Love” campaign, and will feature unique designs inspired by some of the most attractive destinations around the world.

The Godiva Souvenir Collection will comprise a multipack of three 4-piece boxes and a 15-piece premium chocolate assortment in white, milk and dark chocolate, and a 20-piece box of luxury biscuits. The assortment mirrors Godiva’s indulgent Gold Gift Box of the finest signature chocolates which are eagerly sought by travellers everywhere.



In keeping with DFS’ new “From (DFS) with Love” campaign which curates the very best local and international food and gifts anchored with a strong ‘sense of place’, the first releases of the Godiva Souvenir Collection will feature visual designs inspired by Guam, Saipan, Palau and Hawaii, as well as a DFS-exclusive version for the US. Additional designs for various locations will be available at other retailers later in the year.



For the new Souvenir Collection, Godiva is proud to collaborate with award-winning visual artist Ray Oranges. Ray is profoundly influenced by the art and architecture of the 1920s and 1930s, re-interpreted through a contemporary sensibility.

His compositions are enhanced by a masterful use of shadow and bursts of light, creating a whole story with just a few, well-chosen strokes. Ray's exclusive packaging design reflects each location's magnificent landscape while promising an enticing assortment of the finest Belgian chocolates within.

Matthew Hodges, President, Godiva Global Sales, commented: "Godiva and Ray Oranges share a talent for craftsmanship and beautiful creations. His joyful, vibrant designs for the new Godiva Souvenir Collection reflect the soul of the destinations in a modern and unique way. Together with the delicious assortments of the finest Belgian chocolates and biscuits, the designs will delight all travellers looking for premium gifts. We are delighted to be partnering with DFS in the exclusive launch of this stunning collection."

"We are thrilled to offer our discerning customers the first taste of the new Godiva Souvenir Collection. At DFS we are always looking for new ways to showcase the unique qualities of the many destinations around the world where we operate, and we are sure that this new Collection will be enthusiastically received by global travellers who appreciate the finest gifts and flavours," said Brooke Supernaw, DFS Group Senior Vice President Spirits, Wine, Tobacco, Food and Gifts.

As an additional sales incentive, customers spending USD50 on Godiva items during the promotion in Guam can participate in the 'Take a Dip' Challenge, reaching into a glass case to grab as many balls as possible within 20 seconds. Godiva chocolates are awarded according to the number of balls held.
End

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Download high resolution images [here](#).



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 700 of the most desired brands through 420 boutiques on four continents. Its network consists of duty free stores located in 11 major global airports and 20 downtown Galleria locations, 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 over 9,000 people focused on creating inspiring retail experiences for its customers. In 2017, nearly 160

million travelers visited DFS stores. DFS is headquartered in Hong Kong and has 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



About T Galleria by DFS

T Galleria by DFS, formerly known as DFS Galleria, 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 20 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.

Discover more at www.tgalleria.com



About Godiva

For over ninety years, Godiva has led the chocolate category through its pioneering innovation and impressive culinary artistry. Godiva's heritage is rooted in its founding family's skilled craftsmanship and passion for chocolate, which is upheld today by Godiva's five Belgian-trained chef chocolatiers. Based in key markets around the world, the chefs create award-winning chocolate creations that push the boundaries of their art. Founded in a home-atelier in Brussels, Godiva now has over 600 owned boutiques and is present in more than 100 countries around the world – from Europe to Asia, from North America to the Middle East.

To find out more information, please visit www.godiva.com.