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Timepieces & Whiskies experience for Macau

Luxury travel retailer DFS Group has unveiled a lifestyle shopping experience for men, Timepieces & Whiskies, at T Galleria by DFS, Macau, City of Dreams.

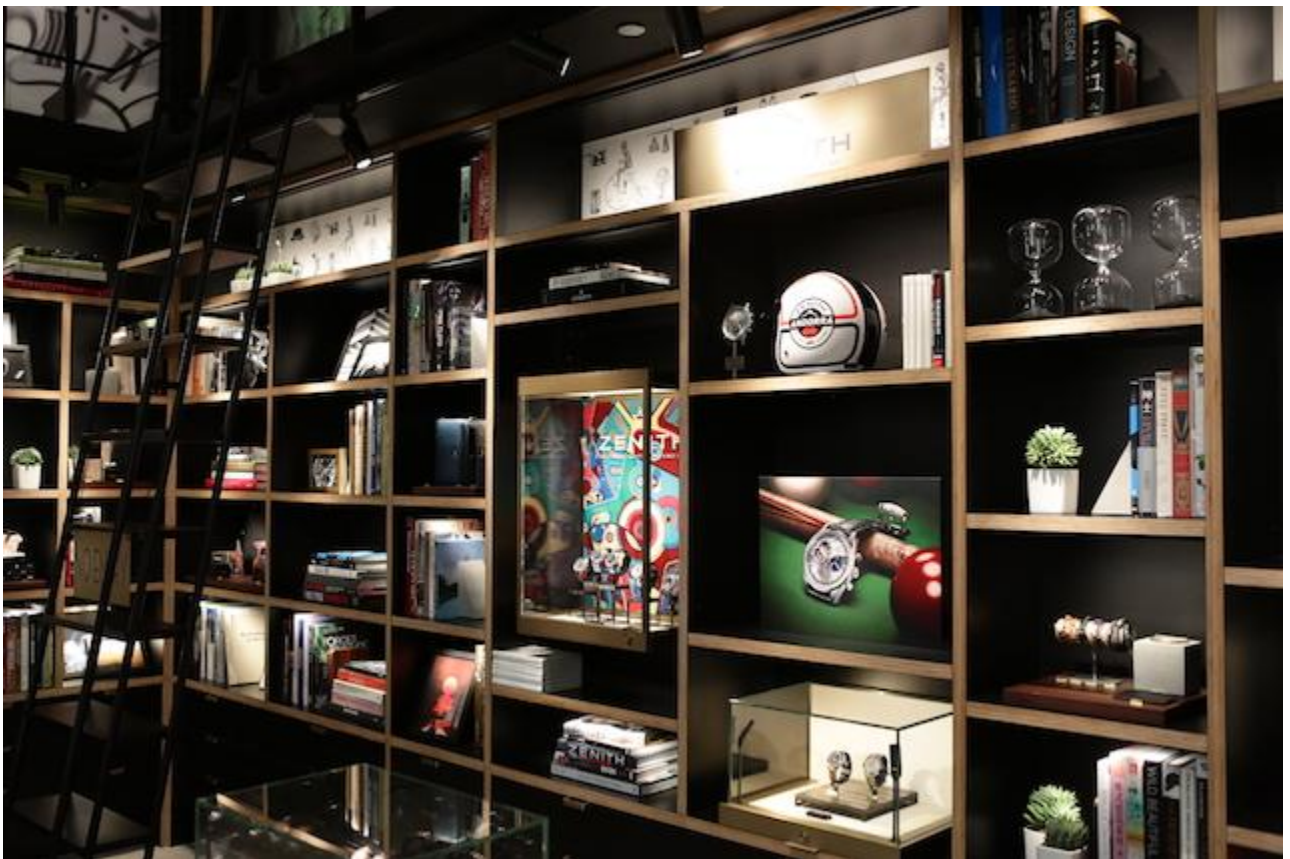
Next to the multi-brand men's shoe hall on the men's fashion floor, Timepieces & Whiskies was inspired by collectors who travel the world then display their finds at home. It is a curated collection of treasures and icon pieces from across the worlds of whiskies and watches.





Inside a lofted library-style lounge, Timepieces & Whiskies allows guests to relax and sample a cult-favourite single malt at the bar or try on a classic watch by the fireplace.

“With Timepieces & Whiskies, we bring the classic hospitality tradition into the retail shopping experience,” says DFS Group senior VP Brooke Supernaw.





Stocked with 30 whiskey brands of different flavour profiles including Glenmorangie, Highland Park and The Macallan, the bar offers daily guided tastings. Much of the collection focuses on exclusive or limited-edition products such as Araid Rare Cask Reserve. Throughout the year there will be tasting events and seminars from whiskey brand ambassadors.



For watch enthusiasts, the selection is curated to appeal to collectors. Pieces include classics from such brands as IWC Schaffhausen or Zenith, as well as niche brands like Nomos Glashutte and Romain Jerome, displayed amid watch books and lifestyle accessories, and even a foosball table.



More than 200 guests attended the grand opening of the boutique, which featured guided tastings by brand ambassadors from Ardbeg, Glenmorangie and The Macallan at pop-up tasting stations across the floor. Highlights included Glenmorangie Signet and The Macallan Rare Cask Black.

Concurrent with the opening was the release of the second chapter of the T Galleria by DFS Let's Travel Together campaign, featuring global adventurers. This month's episodes feature Malaysian singer/songwriter Yuna discovering Singapore, and Argentinian fashion editor Sofia Sanchez de Betak visiting Okinawa.

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