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DFS GROUP LAUNCHES TENTH ANNIVERSARY EDITION OF MASTERS OF TIME

MILESTONE EDITION SHOWCASES CRAFTSMANSHIP, DESIGN AND INNOVATION AND FEATURES OVER 450 FINE WATCHES AND JEWELRY MASTERPIECES FROM 30 WORLD-RENOUNDED BRANDS

OCTOBER 23, 2018, HONG KONG – DFS Group (DFS), the world’s leading luxury travel retailer, is launching the tenth edition of its world-leading Masters of Time exhibition this December, with a special anniversary collection that highlights craftsmanship, design and innovation. This year’s exhibition, titled “Masters of Time X”, will be unveiled during a two-day gala weekend at T Galleria by DFS, Macau, Shoppes at Four Seasons, featuring the finest watches and jewelry from some of the world’s most renowned brands including several pieces created especially in celebration of the event.

Masters of Time is recognized as the world’s premier retail exhibition of luxury timepieces and jewelry, and is a signature event in DFS’ Masters Series, which showcases DFS’ leadership and innovation in curating and creating exceptional experiences across its five pillars of luxury: Wines and Spirits, Beauty and Fragrances, Watches and Jewelry, Fashion and Accessories, and Food and Gifts. Created by DFS in 2008 to bring the very best brands in the world of watchmaking, and their ambassadors, together with enthusiasts and collectors alike, the event is traditionally hosted each year in the exciting shopping enclave of Macau.

The anniversary Masters of Time X collection represents the most exclusive selection of watches and jewelry that DFS has ever presented to its customers, with each piece chosen by its expert merchant teams after more than a year of meticulous searching. Masters of Time X showcases the height of craftsmanship as well as the best of design and innovation for both men and women, featuring over 450 exceptional, rare watches and exclusive jewelry masterpieces from 30 world-famous brands including Bulgari, Franck Muller, Hublot, IWC, Jaquet Droz, Piaget, Roger Dubuis, Tag Heuer, Ulysse Nardin and Zenith. This year, in commemoration of the milestone tenth edition, several pieces have been created especially for DFS and Masters of Time.

A curated selection of fine jewelry will also be featured as part of the Masters of Time X collection. Highlights include Bulgari’s “Diva’s Dream” set, Tiffany “Paper Flowers” necklace, Piaget’s “Sunny Side of Life Golden Spirit” cuff bracelet, Boucheron’s “Plume de Paon & Hopi” set and Tasaki’s “Ritz Paris Par Tasaki ‘Elégance’” necklace.

“As we enter our tenth year of DFS’ Masters of Time, the desires of our customers have never been more central to our carefully curated collection. We have worked with some of the most famous brands in the world to create and select masterpieces to captivate experienced collectors and first-time buyers alike,” said Matthew Green, DFS Group Senior Vice President, Watches and Jewelry. “This is a collection worthy of this milestone anniversary, and we are delighted to welcome new and existing customers to discover something truly unforgettable at Masters of Time X.”

The Masters of Time X collection will be unveiled during a two-day gala weekend at T Galleria by DFS, Macau, Shoppes at Four Seasons from December 7-9. The collection will be available for viewing and purchase in Macau from December 7, 2018 until end-February 2019.

In commemoration of Masters of Time’s tenth anniversary, new locations have been added to the event’s agenda to reach DFS customers outside of Macau. In September, Masters of Time X was pre-launched to European customers at DFS’ flagship store in Venice, T Fondaco dei Tedeschi, followed by immersive dinners in Chengdu and Shanghai in October, all featuring a selection of bespoke and rare watch and jewelry pieces. In 2019, the Masters of Time X collection will travel to a selection of DFS T Galleria stores around the world.

Click [here](#) to download images in high resolution.



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 three continents. Its network consists of duty free stores located in 13 major global airports and 18 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 2016, over 157 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 and Vietnam.

For more information, please visit www.dfsgroup.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 18 locations all over the world. Today, T Galleria by DFS has a presence in the United States, as well as across Asia, Australasia, Europe 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 Shoppes at Four Seasons



Shoppes at Four Seasons at The Plaza™ Macao personifies the bespoke elegance of the Four Seasons and is Macao's first luxury mall, home to more than 150 luxury and designer brands including Bottega Veneta, Cartier, Gucci, Dolce and Gabbana, and Louis Vuitton. Shoppes at Four Seasons include a comprehensive range of beauty and fragrance, fashion, accessories, watches and jewellery at T Galleria, featuring over 130 international brands. Duplex stores with access to the mezzanine level also offer brands such as Hugo Boss, Shanghai Tang, Etro, MaxMara and Gieves & Hawkes.

Shoppes at Four Seasons is interconnected with Shoppes at Venetian, Shoppes at Cotai Central and 300,000 square feet Shoppes at Parisian, offering the latest in creative fashion and couture in a setting reminiscent of the streets of Paris, and providing visitors with over 850 duty free retail choices.

For more information, please visit <http://www.theplazamacao.com/shopping.html>.

APPENDIX

TIMEPIECES

BVLGARI

OCTO TOURBILLION SAPPHIRE

[only 50 pieces in the world]



The Octo Tourbillon Sapphire is a modern, urban timepiece that boasts a powerful design, providing dazzling transparency and luminosity. The case sides of this timepiece, composed of synthetic, ultra-resistant sapphire crystals, offer a window into its inner apparatus and technological miracle. Some luminescent details accentuate the young, urban character of the distinctive timepiece. Octo combines a unique octagonal design – inspired by the 310 AD Roman Massentius Basilica - with exceptional mechanisms and ultra-modern materials.

FRANCK MULLER

VANGUARD CRAZY HOURS DFS EXCLUSIVE

[5 pieces in the world, all exclusive to DFS]



FRANCK MULLER launches the special edition Vanguard Crazy Hours in partnership with DFS. The signature Art Deco Arabic numerals are laid out in non-sequential fashion, with the number '10' in contrasting roman numeral, celebrating the 10th anniversary of Masters of Time. The prominent red color in the design, representing the DFS identity, is strikingly set off by the elegantly crafted full diamond set case and dial. Limited to 5 pieces worldwide, available exclusively at DFS.

HUBLLOT

SPIRIT OF BIG BANG SAPPHIRE RAINBOW



Sapphire, Hublot's new trend, is now available in the Spirit of Big Bang. When the decoration of your watch becomes invisible, the secrets of its architecture and movement are revealed to your gaze. Added to such clear transparency is an eye-catching rainbow, emitting a colorful glow through perfect color transition of 54 precious stones. To celebrate the 10th anniversary of Masters of Time, the number of this limited model is #10.

JAQUET DROZ

TROPICAL BIRD REPEATER



Jaquet Droz presents another one of its exceptional automaton watches, inspired by a tropical landscape. Limited to eight pieces, the Tropical Bird Repeater is a mechanical masterpiece pushing the limits of the Art of Astonishment even further by combining the brand's watchmaking and decorative expertise. The opulent decoration celebrating nature's beauty features seven animations that may exceed twelve seconds, allowing up to four scenarios, rendered even more captivating through their contrast with the suspended background.

TAG HEUER

CARRERA CALIBER HEUER O2T [DFS MASTERS OF TIME X RUBY SPECIAL EDITION]



A symbol of accessible luxury, this COSC automatic chronograph with a flying tourbillon symbolizes technology, exemplary quality, performance, manufacture expertise, and the perfect mastery of industrial processes. It enhances the continued investment and creativity of TAG Heuer, which has been, and continues to be, at the forefront of Swiss Avant-Garde since 1860. To celebrate the 10th edition of Masters of Time, TAG Heuer has created a limited edition Carrera Heuer O2T Tourbillon, adorned with a baguette-cut ruby at 10 o'clock.

ULYSSE NARDIN

FREAK VISION RED [only 5 pieces in the world, exclusive to DFS]



The Freak Vision Red is the first automatic watch in the Freak Collection, and an Haute Horlogerie wonder incorporating revolutionary innovations unveiled in 2017. Among the game-changers are a super-light silicium balance wheel with nickel mass elements, stabilizing micro-blades and a new case design made even thinner by a box-domed crystal. This timepiece is created exclusively for Masters of Time, with lacquered red bridges and "X" at 10 o'clock.

ZENITH

CHRONOMASTER DFS MOT X BY BAMFORD WATCH DEPARTMENT [created exclusively for DFS' Masters of Time]



Wear eternity on your wrist with the exclusive Zenith Chronomaster Limited Edition DFS MOT X by Bamford Watch Department design created for Masters of Time X by Bamford Watch Department and manufactured by Zenith with an El Primero Caliber 400. With 278 components, 31 jewels and 36,000 VpH, this model is an automatic El Primero column-wheel chronograph.

ROGER DUBUIS

EXCALIBUR 42mm [exclusive to DFS]



Roger Dubuis has been at the forefront of contemporary Haute Horlogerie since 1995. Its audacious creations, firmly anchored in the 21st century, embody substantial expertise expressed through the finest watchmaking mechanisms combined with powerful and daring designs. Boldness and extravagance are the brand's signatures, and determination its driving force.

PIAGET

ALTIPLANO – PIAGET ROSE

[only 18 pieces in the world]



This luxury watch combines the watchmaking icon of the Altiplano with the Queen of Flowers – a true Piaget passion. Embellished by the finest Craftsmanship, the Yves Piaget Rose follows the great creative tradition of the Swiss Manufacture. Piaget's emblematic flower displays its 80 shimmering petals on a wood marquetry and mother-of-pearl dial. Sparkling with 78 diamonds, the 38mm diameter case in white gold holds the 430P ultra-thin hand-wound Manufacture movement, only 2.1mm thick. A miniature work of art limited to 18 timepieces.

IWC SCHAFFHAUSEN

DFS MOT X Exclusive Portugieser Chronograph Edition “Master of Time”

[created exclusively for Masters of Time X]



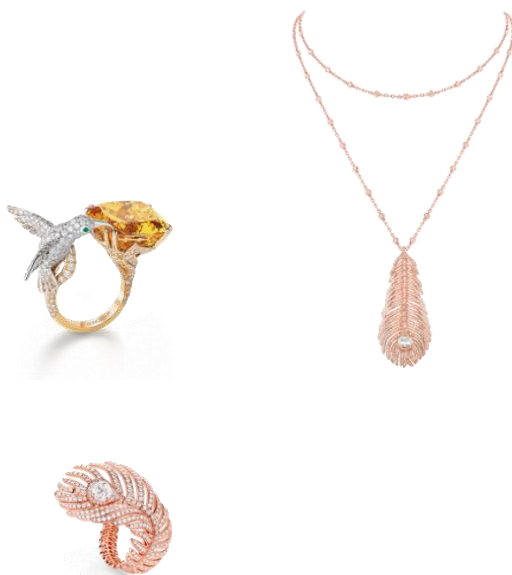
With its passion for innovation and technical inventiveness, IWC Schaffhausen has been producing timepieces of lasting value since 1868. One of the world’s leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at their finest, combining supreme precision with exclusive design.

The Portugieser Chronograph has been the most sought-after model in the family since 1998. Its 40.9mm diameter also makes it ideal for a more slender wrist. Everything is integrated harmoniously on the clearly organized dial with the encircling precision scale: the recessed totalizers, the embossed Arabic numerals and the perfectly proportioned feuille hands. The timepiece is in an 18-carat red gold case and dark brown alligator leather strap exudes a distinctive luxury. The DFS MOT X Exclusive Portugieser Chronograph Edition “Master of Time” has an DFS exclusive engraving on the caseback of a dragon as well as the Master of Time logo.

JEWELRY

BOUCHERON

“PLUME DE PAON & HOPI” SET



BOUCHERON ANIMAUX DE COLLECTION and NATURE TRIOMPHANTE are an embodiment of nature in all her triumphal force, and the woman who wears them enters a genuine relationship with these companions for life. Much more than simple pieces of jewelry, these sparkling creatures become talismans with protective powers. Hopi the Hummingbird is a messenger spreading love and joy. The Plume de Paon (peacock feather) designs sit lightly on the body, sensuously shadowing a woman’s curve to form a perfect match.

BVLGARI

“DIVA’S DREAM” SET



Inspired by the sophisticated mosaics of the Eternal City and the charisma of today’s beauty, the DIVAS’ DREAM collection wants to exalt the essence of Italian elegance. Perfect fragments of an ancient history together with symbols of many shapes of femininity, a declaration of love, to the diva in every woman. Because of Bvlgari, every woman is a DIVA, and every DIVA is unique, with her virtues, dreams, elegance.

PIAGET

“SUNNY SIDE OF LIFE” CUFF BRACELET



Sunny Side of Life, the High Jewelry and Fine Watchmaking collection from the Maison Piaget, is like a jubilant burst of laughter marking the start of a summer party. The kind of which Piaget has always been the life and soul, through the Piaget Society uniting charismatic talents and personalities sharing the same energy and flamboyance. A vibrancy clearly perceptible everywhere in Palm Springs, not far from Hollywood, the source of inspiration for this collection.

TASAKI

“RITZ PARIS PAR “ELÉGANCE” NECKLACE



With pearls and diamonds as its two key elements, TASAKI is a premium jeweler introducing luxurious, high-fashion beauty from Japan to the world. Since the brand’s inception in 1954 as a grower of cultured pearls, TASAKI has been creating innovative jewelry through a combination of uncompromising insistence on quality, cutting-edge creativity, and traditional craftsmanship.

Our high jewelry collection “RITZ PARIS par TASAKI” was created exclusively for The Ritz Paris, the palatial hotel overlooking the Place Vendôme in Paris. “Elégance”, evoking the moment when morning dew releases its soft sparkle as it drops from foliage, enhances the wearer’s own elegance to optimal effect.

TIFFANY & CO.

“PAPER FLOWERS” NECKLACE



Inspired by abstract flower petals, the new Tiffany Paper Flowers™ collection balances refined femininity and industrial modernity. Platinum petals are distilled to their purest essence and held together with a center pin—an abstract combination that marries form with function. Each design features three petals—a common motif throughout the collection, elevated by brilliant pavé diamonds. Exemplifying superior quality and exquisite design heritage, this cluster necklace features over 8.5 carats of round brilliant diamonds. Each asymmetrical petal connects effortlessly to the next, showcasing ingenious construction and attention to detail.