

# DFS launches global festival of flavor and culture

By **Hibah Noor** on July, 9 2018 | Retailers



The main entrance of the "From Singapore with Love" event at T Galleria by DFS, Singapore



A collection of candies and chocolate at the T Galleria by DFS in Singapore



Activations and displays featuring Singaporean brand fragrance



DFS's in-store props and merchandising display

DFS Group has launched its inaugural global festival of food and culture "From (DFS) with Love" to international and local guests in Singapore.

Aiming to inspire the senses, the festival seeks to combine world-class ingredients with interactive activations. It will be featured throughout July at nine DFS airport stores and downtown locations worldwide.

The Singapore launch, titled “From Singapore with Love”, was held on July 3 at T Galleria By DFS, Singapore.

Over 200 guests were treated to interactive experiences hosted by local culinary partners, featuring an exclusive installation by award-winning Singaporean pastry chef Janice Wong.

Known for combining food and art, Ms Wong, previously awarded the title of Pastry Chef of the Year from the World Gourmet Summit Awards, created a colorful pop art-influenced installation featuring a bed of durian, known as the King of Fruits and a distinctive hallmark of Singaporean culture.

The installation also featured two edible walls: one made up of 315 chocolate tiles, each painted with 150 unique photos and graphics representing a part of Singapore’s unique heritage and traditions, and another made from over 10 kilograms of local potong chocolate, outlining a map of Singapore and showcasing its diverse cultural landscape and multicultural society.

Other local brands to feature in “From Singapore with Love” included Awfully Chocolate, Fragrance, Kampong Asia and Anette Ice Cream.

The event invited attendees to sample local snacks that are fast gaining popularity with traveling customers, such as salted egg yolk, durian and bak kwa fragrant barbecue meats.

Godiva offered its chocolates presented in destination-inspired packaging, which is being exclusively pre-launched this month at DFS stores.

Brooke Supernaw, DFS Group Senior Vice President Spirits, Wines, Tobacco, Food and Gifts, said: “We are proud to launch ‘From (DFS) With Love’, a new global identity for our growing food and gifts category, and to nominate the month of July as a worldwide festival of flavor and culture in nine of DFS’ most iconic locations. We are especially pleased to celebrate the festival in Singapore, a city with such a colorful and rich culinary history.”