<link href="https://fonts.googleapis.com/css?family=**Playfair+Display**" rel="stylesheet">

1. font-family: 'Playfair Display', serif;

<style>  
@import url('https://fonts.googleapis.com/css?family=**Playfair+Display**');  
</style>

1. font-family: 'Playfair Display', serif;