

# L'Occitane TR reveals Delícia Drench range by Sol de Janeiro with Sydney Airport pop-up



The installation is strategically situated at the Mega B location and will be available for travelers to explore from April to June 2024

L'Occitane Group has unveiled a dynamic pop-up for its Brazilian-inspired premium beauty brand, Sol de Janeiro, in collaboration with Heinemann Oceania, located at T1 Departures of Sydney Airport. This vibrant installation is strategically situated at the Mega B location and will be available for travelers to explore from April to June 2024. The primary focus of the pop-up is to spotlight the recently launched Delícia Drench Body Butter and Cheirosa '59 Perfume Mist, alongside the brand's bestsellers and hero products.

Sol de Janeiro, meaning 'sun of January', encapsulates the warmth, joy and radiance associated with the Brazilian sun and the brand aims to imbue its travel retail spaces with that positive vibe and virtual sunshine. With its impactful motto, 'Love it. Flaunt it. You've got it.', Sol de Janeiro was born of an authentic and joyful Brazilian philosophy that celebrates diversity, body joy and inclusivity. This is reflected in its bright and colorful product packaging and viral presence, and in its empowering and life-affirming promotional messages. Beloved by multi-generational global consumers, especially millennials and Gen Z shoppers, the brand has fast garnered a loyal and

devoted fan base with its highly effective body care range.

The impactful and immersive 360-degree marketing campaign, whose launch slogan is 'new Delícia joins the obsession' includes dynamic in-store animations, influencer engagements, a dedicated product assortment, and on-site promoters, all meticulously curated to elevate the retail experience.



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The Delícia Drench Body Butter by Sol de Janeiro consists of a whipped, ultra-rich formula that deeply nourishes the skin. Infused with a delightful fragrance featuring notes of vanilla orchid and sheer sandalwood, this body butter provides intense hydration. It is enriched with a harmonious blend of ingredients that include Sol de Janeiro's renowned Brazilian Soothing Complex, Prebiotic Hibiscus, and Bacuri Butter which ensures the skin feels replenished and revitalized.

Described as a woody gourmand fragrance, The Cheirosa '59 Perfume Mist is infused with notes of vanilla orchid, sugared violet, and sheer sandalwood. With a creamy and uplifting essence, this perfume mist offers an irresistible spritz.

An exclusive selection of the brand's bestsellers will also be showcased, including the award-winning cult-hero, Brazilian Bum Bum Cream and popular Cheirosa 62 Perfume Mist. Other products include Bom Dia Bright Body Cream, Beija Flor Elasti-Cream, together with their matching perfume mists. The Bum Bum Summer Jet Set which is perfect for on-the-go pampering, features travel-friendly versions of Sol de Janeiro's celebrated products and is infused with irresistible notes of pistachio and

salted caramel.

The Sol de Janeiro pop-up also showcases reused fixtures from the animation held earlier this year, including display tables and giant product dummies of the brand's iconic Brazilian Bum Bum Cream, Beija Flor Elasti-Cream, Bom Dia Bright Body Cream, and larger-than-life bottle of Cheirosa 62 Perfume Mist. In addition to serving as captivating photo opportunities, the process contributes to a circular economy.

Innovatively designed to engage visitors, the pop-up features interactive elements such as Sol de Janeiro blotters, a digital game station, and enticing giveaways, inviting shoppers to immerse themselves in the spirit of the brand. Completing the game and sharing it on social media with the hashtag #soldejaneiro allows travelers to redeem gifts.

The pop-up's integrated KOL campaign spans three distinct phases - pre-trip, in-destination, and post-trip - featuring engagement with 10 influential KOLs. This comprehensive initiative not only celebrates the launch of the pop-up at Sydney Airport but also strategically amplifies brand exposure, driving traffic to the space. Through a multi-faceted approach, the campaign aims to elevate brand awareness, spotlighting this season's hero products.



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Ranjith Menon, Purchasing Director for Liquor, Tobacco, Confectionery and Beauty, Heinemann Asia Pacific says, 'We are thrilled to partner with L'Occitane Group on the Sol de Janeiro pop-up at Sydney Airport, featuring this season's new Delícia Drench range. This collaboration epitomises Heinemann's commitment to delivering exceptional and unique retail experiences for travellers. Sol de Janeiro's activation is a vibrant celebration of beauty, positivity and inclusivity, which enhances our retail environment while embodying our goals of creating memorable, joyful shopping experiences that resonate deeply with travellers. We're confident that this engaging installation will be a highlight for our passengers and add an extra spark to their travel adventures.'

Mona L'Hostis, Director of Marketing, Global Travel Retail, L'Occitane Group says, "We are delighted to introduce our best-selling Sol de Janeiro brand to travellers at Sydney Airport. As L'Occitane Travel Retail continues to strengthen its presence in the Asia Pacific region, we hope shoppers will enjoy this dynamic and innovative pop-up that promotes joy, self-celebration and body positivity. As we celebrate the Brazilian summer spirit in the autumn of Australia, we're sure this immersive activation will appeal to a wide demographic, particularly Gen Z and millennial customers.'

As one of the fastest growing, award-winning skincare brands in the world, Sol de Janeiro has consistently delivered a stellar performance across its range of body care, fragrance, and hair care products. Available at airports, on board planes, and on cruises and ferries, Sol de Janeiro debuted in travel retail at the beginning of last year and has since continued its hugely impactful and successful promotional roll-out at airports worldwide.