

Atelier Cologne Travel Retail marks launch of Gaïac Eternel with pop-up in Sanya



GAÏAC ETERNEL's bottle is carved with the coordinates of the core ingredients, indicating Atelier Cologne's promise to the nature

Atelier Cologne Travel Retail Asia Pacific launched an adventurous pop-up store together with an eye-catching 3D video campaign, at the Hainan Tourism Duty Free Shopping Complex (HTDF) in Sanya, Hainan. The pop-up ran from June 2 to 28, 2022.

With a stunning 3D panel playing outside on the LED wall, the immersive pop-up store allowed visitors to explore the new Eau De Parfum GAÏAC ETERNEL through a suit of mysterious adventures. It combined natural elements with a dark blue atmosphere, immersing visitors into the daring universe of GAÏAC ETERNEL, and allowing them to begin their adventures with a sense of novelty. A gigantic guaiac tree stood in the center of the pop-up with which, visitors were invited to "touch wood" to activate the lifelines of the tree, signifying the activation of the life rings.



Visitors were invited to press on the gold plate to activate the lifelines of the tree, signifying the activation of the life rings

Following through the pop-up, visitors could spin their hands to control the compass, visitors then arrived at the jungle with a hidden treasure, and continued to wave their hands to make a path in the forest adventure, visitors could find the bottle in the legend as the aroma of GAÏAC ETERNEL presented in the air. Visitors were taken on mysterious trips to open the adventure with GAÏAC ETERNEL and navigated through the exotic getaway via an olfactory treasure hunting experience. Upon completion of the journey, visitors were provided with exclusive gifts.

GAÏAC ETERNEL is the first perfume in the COLLECTION RARE to use guaiac wood from Paraguay as the top note to elaborate a smoky and woody scent. The spicy wood note provides users a sense of flame lit through the smoke, which is long-lasting and elegant. The bottle is carved with the coordinates of the core ingredients, indicating Atelier Cologne's promise to nature. It is also leaking a clue to the treasure hunting of the main note of this bottle. Atelier Cologne is thrilled to collaborate with HTDF on this one-month long pop-up, the immersive experiences brought to customers the most extraordinary and charming shopping experience of scent on site.