

# Coty partners with Dufry and Duty Free Americas to launch Kylie Cosmetics campaign

[Coty](#) has announced a partnership with [Dufry](#) and [Duty Free Americas](#) to launch an immersive and omnichannel campaign for [Kylie Cosmetics](#). The iconic cosmetics brand, launched by Kylie Jenner, recently entered the Travel Retail Americas with first airports in São Paulo and Miami. Since June, travelers from Guarulhos and Miami airports have been able to shop the beauty line.

The [Kylie Cosmetics](#) and Kylie Skincare for Travel Retail Americas include clean and vegan formulas. Signature best-sellers such as the famous Matte Lip Kit, glosses, Kylighters, powders, brow kit, pencils and skincare are available in pink and black gondola.



Kylie Cosmetics, launched by Kylie Jenner, recently entered the Travel Retail Americas with Miami International Airport one of the first. Since June, travelers from Miami airports have been able to shop the beauty line

In [Duty Free Americas](#) Miami, the brand is showcased in the main two stores of Terminal D with screens that demonstrate the skincare routine and Kylie Matte Lip Kit.

“We are so happy to be the first airport to launch Kylie by Kylie Jenner in the USA; most of the passengers flying through Miami know Kylie and the first weeks are very promising,” said Diego Artola Villanueva, [Coty](#) VP Travel Retail Americas.

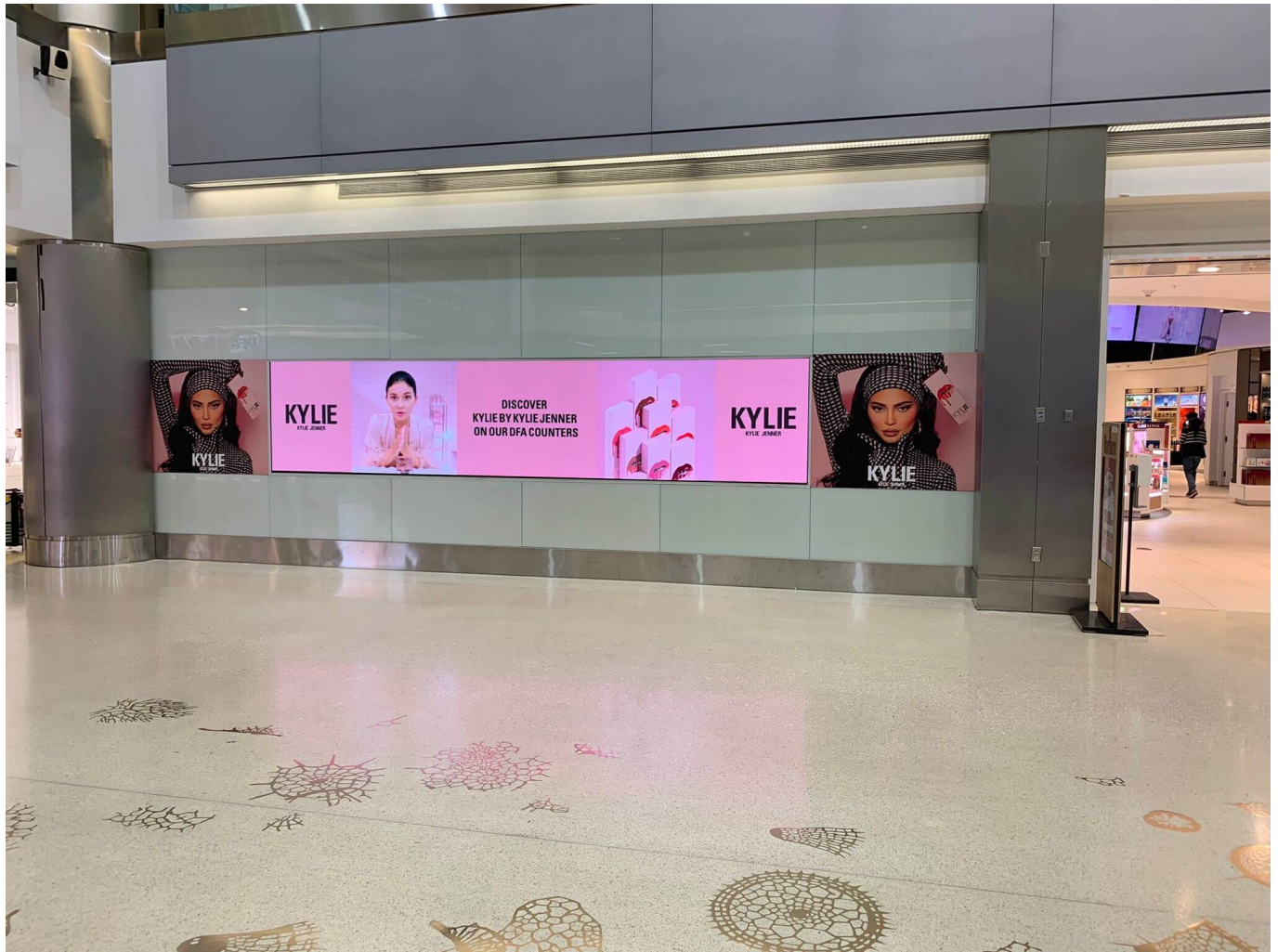
“We re delighted the [Kylie Cosmetics](#) has chosen [Duty Free Americas](#) as its first travel partner to feature the iconic beauty brand in the U.S. airport. [Coty's](#) team has worked closely with our marketing

and merchandising departments to deliver [Kylie Costmetics](#) and Kylie Skincare products that will appeal to Miami International Airport's diverse passenger mix," said Joseph Falic, [Duty Free Americas'](#) VP of Purchasing.





## Miami International Airport – Duty Free Americas Stores



## Miami International Airport – Duty Free Americas Stores

In [Dufry](#) Brazil, the 360 campaign combines in-store animations with photo opportunities for consumers to engage with the brand and share content on social media. The activations also invite consumers to discover the brand and the products through disruptive and playful experiences.



Sao Paulo Guarulhos Airport – Dufry Arrival store in Terminal 3

“Kylie consumers are young, passionate, and social and digital savvy, so we wanted to create an engaging experience to speak to this community,” said Aurelie Bonnefond, [Coty](#) Marketing Director Travel Retail Americas.

Last Wednesday, Brazilian influencer [Amandinha](#) and international makeup artist [Ildé Gonçalves](#) hosted an event in São Paulo Terminal 3 to engage travelers with beauty tips and tricks featuring [Kylie Cosmetics](#) and Kylie Skincare products.

“Through her social media channels, Kylie has built a strong connection with her fans and customers. So, it was important for us to integrate the digital and influencer part in our engagement with Kylie consumers,” said Diego Artola Villanueva, [Coty](#) VP Travel Retail Americas.





Digital creators and social media influencers were part of the June 16 event at São Paulo Guarulhos Airport in Dufry Departure Store Terminal 3





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“The launch of Kylie is a milestone for [Dufry](#) Brazil. We are very excited to engage once more with [Coty](#) and attract a younger all-time-connected passenger aligning our omnichannel strategies to offer in São Paulo a pink, fun and ultimate shopping experience,” said Beatriz Macedo, Head of Beauty [Dufry](#) Americas.