

Coty showcases latest products and technologies at Hainan Expo



Coty's product showcase is presented under the theme of 'Futuristic Garden'

[Coty](#) is showcasing nine of its iconic brands at the [China International Consumer Products Expo \(CICPE\)](#) in Hainan this year.

According to the company, "Coty is showcasing its latest products and technologies across skincare, fragrance and color cosmetics under the theme of 'Futuristic Garden.' Guided by the company's new vision and six strategic pillars, Coty aims to leverage the CICPE platform to further demonstrate its commitment to the Chinese market and determination to serve the needs of Chinese consumers, especially through its travel retail business footprint in APAC and around the world."

In recent years, Coty has been focused on developing its travel retail business in Hainan by establishing brand boutiques, launching offline activities and deepening strategic partnerships with duty free retail partners. Currently, the company has opened 29 doors in the Hainan Duty Free channel, with plans to reach 38 doors in the next fiscal year, including seven stand-alone boutique stores for their key brands. Coty's prestige beauty brands, which include GUCCI, BURBERRY, Chloé, Tiffany & Co, MIU MIU and the group's flagship scientific skincare brand Lancaster, all have a presence in Hainan.

"Coty is focused on growing its prestige skincare brands, a key driver of its growth in China. As a result, Lancaster has brought its newly launched masterpiece line, Ligne Princière to the Expo with its new brand image and retail concept. Additionally, the ultra-premium biotech skincare brand Orveda

also makes its debut at the third CICPE; giving consumers a preview of the brand ahead of it officially entering the Chinese market in the second half of 2023. These innovative launches not only reflect Coty's strong experience and expertise in skincare, but also demonstrate the company's desire to resonate with knowledgeable and skincare savvy Chinese consumers and grow its share of the Chinese market."

Caroline Andreotti, Coty's Chief Commercial Officer for Luxury, said, "We are excited to be present at Hainan Expo again. Its business environment and policies are a clear differentiator in the global market, and its role as an important hub connecting China, APAC and the world, means that Hainan presents great opportunities to introduce new innovations to Chinese consumers and huge travel retail business growth. We've been very successful in Hainan already, which gives us great confidence in the growth of our business there and across China. As a result, we will continue to focus our investment in the market and our local teams."

Looking to the future, Coty will continue to use Hainan as a springboard into China's travel retail market; to expand into other APAC markets; and to drive continued improvement in their ability to meet the needs of the consumer market in China. Coty will look to introduce more iconic global brands and popular regional brands to Hainan, as well as launching consumer-centric omni-channel brand campaigns, and innovative retailtainment experiences to capture the interest and imagination of Chinese consumers.