

Coty TR Asia Pacific launches Kylie Cosmetics pop-up at Heinemann Sydney



The Kylie Cosmetics pop-up at Heinemann Sydney

[Coty](#) Travel Retail Asia Pacific is continuing its partnership with [Heinemann Australia](#) with the launch of the [Kylie Cosmetics](#) pop-up at Sydney Airport.

According to the company, the 24-square-meter pop-up is located along the main walkway of Heinemann's duty free store in Sydney Airport, and designed in the brand's signature pink palette. Positioned just before the Kylie Cosmetics counter, which opened in December 2022, the pop-up gives travelers the opportunity to further explore the brand's products that include clean and vegan formulas.

The pop-up features an immersive corner with an installation featuring a plush-ball wall, pink couch, and Kylie Cosmetics branding to encourage travel selfies. With specialists onsite, beauty lovers will also receive makeup consultations and product recommendations.

Highlighting some of Kylie Cosmetics' most beloved launches, the pop-up features products for the lips, eyes and face. Displayed on an illuminated pink gradient column, passersby can explore an array of best-sellers, such as the Matte and Velvet Lip Kits, High Gloss, Plumping Gloss, Gel Eyeliner Pencil and Kylighter Illuminating Powder. Travel-friendly Kylie Skin sets will also be available - including the Lip Oil Set and 4 Piece Mini-Set featuring the Foaming Face Wash, Face Moisturizer, Vitamin C Serum, and Vanilla Milk Toner.

“Kylie Cosmetics is thriving in travel retail proving the very strong retail potential of a brand that was born online. This is particularly true in airports where we can fully express the brand DNA, attracting Kylie fans and many new customers,” says Guilhem Souche, Coty Global Travel Retail Senior Vice President.