

# Dr.Ci:LABO launches new O2O Concept Store in Haikou



The Dr.Ci:Labo O2O Concept Store extends the brand's physical footprint and delivers an immersive, digital-powered shopper experience



[Dr.Ci:Labo](#) the number one dermacosmetics brand in Japan, has unveiled a new, cutting-edge Online to Offline (O2O) Concept Store in Haikou at Haikou International Duty Free Shopping Complex. The opening extends Dr.Ci:Labo's physical footprint in the Hainan market, delivering an immersive, digital-powered shopper experience.

At the heart of the concept is Dr.Ci:Labo's ethos Omotenashi, the Japanese philosophy of hospitality. 1

This philosophy is central to the personalized skincare experience delivered across both physical and digital touchpoints, reinforcing every subsequent engagement.

Visitors to the Dr.Ci:Labo O2O Concept Store are welcomed into the brand universe and the spirit of *Omotenashi* by Dr. Shiropy, the digital personification of the brand's founder, Dr. Shirono.

Dr. Shiropy introduces shoppers to the mixed-reality journey via a digital screen, powered by a WeChat Mini Program accessed through an in-store QR code. Throughout the journey the AR Dr. Shiropy offers guidance, strengthening the overall *Omotenashi* experience.

The program also includes a gamification feature to enrich the shopper's journey. By collecting the three key ingredients of SW377 via the game, users are entitled to a Dr. Shiropy Luggage Tag and they stand a chance to win a full-size bottle of the hero product, SW377, at the new Haikou Counter during the month of November.

Product differentiation plays a key role in delivering differentiation and driving conversion in-store. The Concept Store drives shoppers to add a number of Travel Retail Exclusive (TREX) products to their baskets, including a number of gift sets exclusive to China Duty Free Group (CDFG).

To reward purchase, shoppers spending above certain thresholds are able to participate in a Gashapon-style gifting game. Different colored capsules can be redeemed for a range of gift sets, packaged in red Dr.Ci:Labo pouches. LED Mirrors embossed with Dr.Ci:Labo's signature Kumiko Cross were also gifted as an opening special gift with purchase to customers.

"Hainan is a strategic market in our three-year expansion plan to engage with digital-savvy Chinese shoppers. Extending our brand's physical footprint with an O2O concept is a natural step forward for us in partnership with China Duty Free Group, whose ambition and vision for the retail experiences of the future align closely with Dr.Ci:Labo's digital vision.

"Leveraging technology, we offer shoppers a game-changing travel retail experience while providing our hallmark *Omotenashi* care and clinical skincare equity in a seamless fashion combining the best of the online world – ease, convenience, digital engagement – with the power of the offline, physical world," says Michelle Tong, Regional Business Development Manager Travel Retail, Dr.Ci:Labo.

"O2O activations are a powerful way to engage our shoppers, delighting them with an immersive experience that stands out. China Duty Free Group is delighted to partner with Dr.Ci:Labo to bring fresh ideas that combine online and offline experiences into one, attracting the attention and curiosity of travelers at the Haikou International Duty Free Shopping Complex," adds Grace Wang, CDFG General Manager of Perfume & Cosmetics Merchandising Division.