

Drunk Elephant takes off with SHISEIDO Travel Retail



Tiffany Masterson, Founder, Drunk Elephant

With the launch of leading skincare brand, Drunk Elephant, in global travel retail, SHISEIDO Travel Retail has strengthened its skin beauty business. Drunk Elephant's unique brand voice, effective silicon-free and biocompatible products and strong community engagement have garnered a loyal following worldwide, setting the stage for its timely expansion into the travel retail channel.

Capitalizing on this momentum, SHISEIDO Travel Retail has hailed a succession of debut door openings for Drunk Elephant across Asia and EMEA travel retail in Q4 2021. The strategic roll-out, which began at the end September, includes key downtown and airport duty free locations in Greater China (Hong Kong and Macau), South Korea, France and the Middle East. The brand looks to further expand its reach in travel retail in 2022, with additional locations to open in Thailand, Germany and the United States.

The introduction into travel retail is a major milestone that marks the first time that the Drunk Elephant range - along with new travel-exclusive sets - will be available to global travelers. Chinese travelers will now be able to purchase Drunk Elephant products at travel retail counters in some of their favorite travel destinations, as the brand has only been available for purchase online via its cross-border platform in mainland China to date.

"I am delighted to welcome Drunk Elephant into our prestige portfolio. The opening of the brand's first travel retail counters is an important achievement that underpins SHISEIDO Group's goal to become a global leader in skin beauty by 2030. With this launch, SHISEIDO Travel Retail is bringing Tiffany Masterson's, Founder of Drunk Elephant, unique skincare philosophy to travelers worldwide for the first time - an opportune development with huge potential, as consumers increasingly seek out

functional skincare and simpler routines.

“Travel retail is a global showcase for exceptional consumer experiences, differentiated products and digital engagement, and Drunk Elephant is a great fit. Thank you to our retailer partners for trusting and supporting us in this landmark launch – together with Tiffany, and her team, we look forward to unlocking new synergies for growth and developing Drunk Elephant to its full potential in the channel,” comments Philippe Lesné, President & CEO, SHISEIDO Travel Retail.

Making a statement with “House of Drunk”

With a range of retail formats and sizes, the dynamic Drunk Elephant counters command attention in the crowded travel retail environment. Bringing to life the vibrant “House of Drunk” concept, the counters create bold, inclusive and irreverent shopping spaces through the use of bright neon colors and playful patterns.

Inviting travelers to discover Drunk Elephant and create their own “Drunk Journey,” each counter expression incorporates an element of surprise such as the layering of materials, featuring of forms, patterns and geometry and lively messaging in friendly tones.

The launch of Drunk Elephant is supported by a comprehensive digital marketing campaign in collaboration with strategic travel retail partners in order to amplify the brand online and offline – this includes multiple in-store activations across key locations.

Product showcase

The newly opened travel retail counters feature a selection of kits and travel exclusives, which include Drunk Elephant’s bestsellers:

1. Drunk Elephant -- The Littles™ Night Out Kit

The Littles are the perfect travel companion to reset skin to its healthiest, most balanced state. The Night Out Kit includes four bestsellers: Beste™ No. 9 Jelly Cleanser (60-ml), B-Hydra™ Intensive Hydration Serum (8-ml), T.L.C. Framboos™ Glycolic Night Serum (8-ml) and Protini™ Polypeptide Cream (15-ml).



Drunk Elephant -- The Littles™ Night Out Kit

2. Drunk To Go – Travel Exclusives

Drunk Elephant has created its first travel-exclusive kits under its “Drunk To Go” range to help consumers combat the common skin conditions experienced during travel:

- When In Roam: the strengthening polypeptides of Protini™ Polypeptide Cream (50-ml) and the hard-core hydration of B-Hydra™ Intensive Hydration Serum (50-ml) keep skin firm, plump, and healthy at 35,000 feet
- The Takeoff Kit: T.L.C. Framboos™ Glycolic Night Serum (50-ml) exfoliates dead skin cells, while Lala Retro™ Whipped Cream (15-ml) and B-Hydra™ Intensive Hydration Serum (8-ml) moisturize and hydrate the skin for a smoother, brighter complexion by the time you land



Drunk To Go - Travel Exclusives