

Estée Lauder & CDFG bring 15 high-end brands to new Global Beauty Plaza



Dramatic infinity mirror details and MAC product heroes define the interior

The Estée Lauder Companies Travel Retail (ELC TR) has taken a significant step, partnering with China Duty Free Group (CDFG) to bring 15 of its high-end beauty brands to the new Global Beauty Plaza within the Sanya International Duty Free Shopping Complex in Haitang Bay, Hainan. Completed in December 2023, the move from CDF Sanya International Duty Free Shopping Complex's Block A aims to consolidate the beauty retail space, offering space that enables these brands to more effectively connect with Chinese travelers through enriched brand storytelling and high-touch services in a centralized location.



The Clinique Even Better Clinical Radical Dark Spot Corrector and Interrupter is the star of a central display podium

This strategic move encompasses a diverse array of ELC's brands, each bringing its unique heritage and specialized offerings to the forefront:

Aveda is celebrated for its eco-conscious, plant-based products for hair, skin, and body, incorporating the holistic wellness principles of Ayurveda. Its new outlet features a 'Head Spa' for personalized spa experiences and scalp health consultations.

Bobbi Brown Cosmetics, established in New York in 1991, revolutionized beauty with its natural makeup approach. The brand's new space provides one-on-one artistry services and showcases its enduring, easy-to-use beauty essentials.

Clinique has been offering dermatologist-developed skincare and makeup since 1968, focusing on safety and efficacy. The brand's new flagship emphasizes its scientific backing and commitment to allergy-tested, fragrance-free formulas.

Darphin Paris, inspired by French kinesiotherapy, combines skin anatomy, motion science, and application expertise to deliver transformative skincare results. Its store highlights these

foundational pillars.

Dr. Jart+ blends science and art to create innovative skincare solutions, particularly known for its cicapair and ceramidin lines that address various skin concerns.

Editions de Parfums Frédéric Malle introduced a novel concept in 2000, selling unique fragrances created by the world's leading perfumers under their own names. Its store features interactive smelling columns for a personalized fragrance discovery.



Tom Ford's new store incorporates interactive design elements for an elevated customer experience

TOM FORD BEAUTY exudes modern luxury and glamour, with its new outlet featuring a Private Blend Lounge for bespoke fragrance discovery and digital interactive experiences.

Estée Lauder continues its tradition of innovation with plans to open a multi-level flagship store, introducing the Estée Lauder Skin Longevity Institute for advanced skincare experiences.

Jo Malone London, a British fragrance house, offers a luxurious range of scents for the body and home. Its welcoming new store invites visitors to explore its unique fragrances in a cozy, home-like setting.

KILIAN PARIS, born from a lineage of French liquor artisans, offers perfumes that merge this heritage with luxury fragrance creation. Its space allows visitors to explore its scent families alongside inspired beverages.



Visit one of the largest La Mer free-standing stores in Travel Retail

La Mer, inspired by the healing energies of the sea, showcases one of its largest standalone stores, featuring exclusive facial treatments and immersive therapy experiences unique to the region.

Le Labo, known for its soulful and artisanal approach to perfumery and body care, emphasizes slow perfumery in its new travel retail concept, offering gender-neutral scents and crafted products.

M·A·C Cosmetics, a leader in professional makeup, celebrates diversity and artistry. Its new store design highlights iconic product lines and supports its VIVA GLAM philanthropic efforts.

Origins harnesses the power of nature and science to care for skin, incorporating key natural ingredients like Reishi Mushroom, Anogeissus, and Ginseng into its formulations. The store design immerses customers in a naturalistic setting.

The relocation to the Global Beauty Plaza not only centralizes these brands' presence but also elevates the shopping experience for travelers through innovative and immersive retail concepts, reflecting ELC's commitment to delivering exceptional beauty experiences.