

The Estée Lauder Companies returns to Consumer Expo in Hainan



The Estée Lauder Companies hosted a ribbon cutting ceremony at the Consumer Expo

[The Estée Lauder Companies](#) (ELC) has marked its return to the China International Consumer Products Expo in Hainan.

According to the company, "ELC welcomed visitors from across the globe to discover the unique stories of 14 of its iconic brands, beginning the day with a grand opening ceremony and ribbon cutting."

Joy Fan, President and CEO, China said, "This year marks the 30th anniversary of ELC's presence in China. What began with two of our brands, Estée Lauder and Clinique, serving tens of millions of consumers across the country. ELC will continue to lead and transform the prestige beauty industry. We are proud to continue our story here in Hainan and are committed to deepening our connection with Chinese consumers and delivering superior products and services to them."

Fabrizio Freda, President and Chief Executive Officer, The Estée Lauder Companies, added, "China is one of the most dynamic markets in the world for prestige beauty, with the most sophisticated and discerning consumers, and Hainan is a critical market to help drive the next generation of growth. We at ELC look forward to continuing to deliver our superior products and high-touch services and experiences to the Chinese consumer, as well as invest in the market and in the broader community. I offer my sincere congratulations to the Ministry of Commerce and the Government of Hainan Province on the third annual China International Consumer Products Expo in Hainan."

Following the ribbon cutting ceremony, ELC welcomed guests into the pavilion celebrating the natural beauty of Hainan Island. The exterior façade mimics the undulating ripples of ocean waves.

"Upon entry, eight arches intricately decorated with wave patterns lead guests into an open, circular exhibition area, showcasing 14 of ELC's iconic brands. As guests move through the space, they discover each of the renowned brands' heritage and innovation, trial hero products and experience the unique brand offerings within Hainan. Designed with sustainability in mind, every element of the pavilion from its architecture to the curated product selection reflects ELC's commitment to and celebration of Hainan as a top destination for prestige beauty."

This year's brand lineup includes:

- Aveda
- Bobbi Brown
- Clinique
- Darphin
- Dr. Jart+
- Estée Lauder
- Editions de Parfums Frédéric Malle
- Jo Malone London
- KILIAN PARIS
- La Mer
- Lab Series
- M·A·C
- Origins
- TOM FORD BEAUTY

"2023 marks Aveda's debut at CICPE on the heels of recently opening its first two travel retail brand boutiques in Hainan at CDF Sanya International Duty Free Shopping Complex and CDF Haikou International Duty Free Shopping Complex in January. As ELC proudly celebrates 30 years of operations in China, thousands of visitors including global travelers, consumers, members of the press and key opinion leaders will experience ELC's prestige beauty leadership in China as they attend this year's five-day CICPE.

"Bolstered by China's strong rebound, ELC's footprint in Hainan continues to grow, most recently with the opening of a new office in Haikou in March to support the ongoing consumer demand within the island's travel retail channel. ELC celebrated another milestone moment in October 2022 with the opening of 13 new brand boutiques, including global flagship boutiques from Estée Lauder and La Mer, in China Duty Free Group's CDF Haikou International Duty Free Shopping Complex, the island's largest duty free complex to date.

"Hainan continues to go from strength to strength," said Israel Assa, Global President, Travel Retail, The Estée Lauder Companies. "This is truly a beautiful place, home to countless possibilities, where, with the help of our partners, ELC will only continue to create new journeys for many years to come."