

# fresh and CDFG create pop-up store in Sanya

On 9th July, *fresh* partnered with China Duty Free Group (CDF) at the Sanya International Duty Free Shopping Complex to inaugurate the pop-up store opening for the launch of Kombucha Facial Treatment Essence Limited Edition, combining art, nature and beauty in one.





*fresh* creates products that provide the highest performance possible while remaining safe and indulgent

Top KOLs from all over the country came to experience the pop-up first-hand and unveil the secrets of natural skincare. Entering the popup, visitors are impressed by the graffiti art ambience in the store and attracted to the interactive AR simulation games and the customizable digital graffiti that are filled with gifts and surprises. Gifting has always been the foundation of *fresh*.



To celebrate this memorable milestone in *fresh* history, popular actor Joseph Zeng made his appearance at the kick-off ceremony to share his skincare secrets of Kombucha Facial Treatment Essence with his fans



In the AR games embedded within the pop-up, visitors will transform themselves into the five zones of traditional elements (gold, wood, water, fire, earth)

Anne-Veronique Bruel, *fresh's* global CEO, sharing her excitement, said "Retail experiences are fundamental to any brand, especially in travel retail. For our biggest pop-up in *fresh* history, we wanted to offer a moment of escapism and sensoriality to our consumer by leveraging virtual reality, an exclusive artist partnership and multiple engagement moments which will ensure we make a lasting impression on the traveling Chinese consumers in the hot vacation spot of Hainan."



The Limited Edition Kombucha Facial Treatment Essence is designed by graffiti artist Edison Zhang, combining his art style derived from the history and culture of China while interpreting *fresh's* beliefs of hope, optimism and nature

“Our animation gave us a chance to share with the world how the *fresh* family see it every day. Where the line between reality and imagination blurs to spark hope and dreams. Taking the ordinary and making it extraordinary, whether it’s the experience at the pop-up or the amazing ingredients in our products. Our Kombucha Treatment Essence is one of the best examples. Fermented tea is the star of this essence that protects the skin from many types of pollution. Thank you to CDFG and our consumers for giving us the opportunity to share our vision, and we hope it inspires all to dream big. Sky’s the limit!”

This *fresh* pop-up store activity will be held from 1st July to 31st July.