

# Gucci opens new flagship store in downtown Sanya



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Gucci is pleased to announce the opening of a flagship Gucci Beauty store at the Hainan Tourism Duty Free Shopping Complex in downtown Sanya, China.

Conveying the House's eclectic codes, the store design is conceived to create a welcoming and relaxing atmosphere.

Elegant yet playful, the store's black oak flooring contrasts against its hand-painted pale pink furniture and beveled mirrored surfaces. Exclusive upholstered armchairs offer visitors a seat in front of one of two vanity-style dressers, each of which features a mirror jeweled with lights.

Providing an omni-channel customer experience, Gucci Beauty integrates first-time touchpoints including an interactive table with educational product content and a mega feature screen where clients can delve into the world of Gucci fragrances. QR codes are located throughout the store and accessible via the table to check out one-of-a-kind Gucci games and apps.

The boutique invites clients to explore beauty in a contemporary way by not only featuring Gucci fragrances, but also the brand's iconic makeup collection. If interested, clients have the opportunity to discover their perfect lipstick at the lip bar and receive a personalized look by a Gucci Beauty advisor at the available makeup stations.

The House's luxury perfumery line, The Alchemist's Garden, is displayed at its own dedicated backwall in the store. Featuring nine *eaux de parfums*, four perfumed oils and three *acque profumate*, visitors can immerse themselves in the special scent story.