

Helena Rubinstein TR Asia Pacific empowers young women

Helena Rubinstein Travel Retail Asia Pacific has announced a collaboration with Ruiwen She Power. The collaboration with this leading Chinese female education platform, is for the purpose of supporting and empowering young women.

On June 28th, 20 young women participated in a career-building workshop at the Sanya EDITION hotel.



The journey continued at a French-style Helena Rubinstein garden glasshouse, specially designed to emulate the opulence of the iconic Powercell Youth Reinforcing Serum

The young women, all from local universities and social media channels, came together to be inspired on dreaming big and pursuing the career of their dreams.

Activities were based around a career in the beauty industry, with a professional look beauty workshop, a business portrait service, and a career coaching session by recruitment professionals.



Visitors could enjoy exclusive experiences such as a beauty master class, an indulgent 30-minute hand massage with Helena Rubinstein's products, a one-on-one skin consultation service and a photoshoot

"For many young Chinese female students and fresh graduates, finding their own career paths can be confusing and often times challenging. For that reason, Helena Rubinstein Travel Retail Asia Pacific has done something truly special today in giving back to young talents in Hainan. It's been a pleasure for Ruiwen She Power to support them for this cause, and we hope to provide more opportunities like this across other regions," says Daisy Qiu, CEO of Ruiwen She Power.



The space was also opened to approximately 150 esteemed travellers to discover Helena Rubinstein's strong brand heritage and its iconic product, the Powercell Youth Reinforcing Serum

"At Helena Rubinstein, we are fully committed to women empowerment. Our collaboration with Ruiwen She Power is a perfect demonstration of how we boldly push forward to shape a more meaningful and aspirational future through beauty for young women. Through our workshop with 20 young female future leaders, we hope they will inspire more women to work towards a future with opportunities opened according to talent, not gender," says Petrina Kho, General Manager of Helena Rubinstein Travel Retail Asia Pacific.