

# Kérastase marks milestone with retail store and pop-up at cdf Haikou



The Kérastase retail store and first-ever experiential pop-up store at the cdf Haikou International Duty Free Shopping Complex in Hainan, under the L'Oréal Travel Retail Asia Pacific group, marks a milestone for the brand

[Kérastase](#) has opened a retail store and its first-ever experiential pop-up store at the cdf Haikou International Duty Free Shopping Complex in Hainan, under the [L'Oréal Travel Retail](#) Asia Pacific group.

From October 2022 to April 2023, the Kérastase experiential pop-up store takes customers on an “engaging virtual and on-site pampering journey to discover the iconic Anti-Hairfall, Genesis range,” explains the press release.

This strategic partnership with the China Duty Free Group (CDFG) elevates the customer experience, with engaging touchpoints and activations for brand discovery at both retail and pop-up spaces.

To commemorate the opening of the Genesis Anti-Hairfall Pop Up Store, Kérastase hosted a celebration on February 10. Vin Zhang was the guest of honor at the on-site event. The actor participated in a livestream session, experiencing the entire customer journey at the pop-up store. He shared his hair care routine and interacted with fans through “hair diagnosis” and a fans confession segment.



Vin Zhang was the guest of honor at the on-site event

The Genesis Anti-Hairfall Pop Up store highlights the iconic Genesis Anti-Hairfall Serum and invites customers to discover the range through an innovative augmented reality experience and an on-site pampering session.

Guests can try the Genesis Anti-Hairfall Serum and have a scalp massage using the scalp massaging hairbrush. To further amplify the experience, a Kérastase hair stylist is also available onsite to instantly touch up tresses, and a beauty advisor provides a comprehensive hair diagnosis with Kérascan, Kérastase's sophisticated hair diagnosis tool.



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Upon scanning the QR code at the entrance of the Pop Up Store, guests will be greeted by the virtual avatar of Kérastase brand ambassador Dylan Wang, who will guide them through the entire AR journey. After the completion of the entire AR journey, guests will be able to redeem a gift at the SMART Kérastase vending machine.

Located a short walk away is the Kérastase boutique, which is also the brand’s first-ever retail store. Here, customers can discover the product assortment and Kérascan.

“L’Oréal Travel Retail Asia Pacific is proud to be part of this game-changing milestone in the history of Kérastase and to further deepen our relationship with the storied French haircare brand. The launch of the first-ever retail store and Genesis Anti-Hairfall Pop Up further reinforces Kérastase’s commitment to continue exploring innovative and scientific ways of engaging with its customers with a focus on our iconic Genesis Anti-Hairfall range,” said Fran Law, General Manager of L’Oréal Dermatological Beauty and Professional Products Division at L’Oréal Travel Retail Asia Pacific.

“At China Duty Free Group, we pride ourselves of being at the forefront of innovation in developing unique and engaging retail experiences. It is our pleasure to partner with Kérastase to celebrate this first-of-its-kind pop-up experience, and further deepen our commitment with them. With this partnership, we continue to deliver engaging activations that allow visitors to immerse themselves in Kérastase’s universe and discover its commitment to remaining at the forefront of hair technology,” said Grace Wang, General Manager of Perfume and Cosmetics Department, Central Merchandising Division at China Duty Free Group.