

La Mer unveils largest flagship store in Hainan



[La Mer](#) has unveiled a first-of-its-kind omni-channel retail experience at cdf Haikou International Duty Free Shopping Mall in partnership with China Duty Free Group (CDFG). The official opening was marked by the guest appearance of Chinese actress Qin Lan, senior executives from La Mer and CDFG, and distinguished brand friends.

According to the company, "Spanning over 242 square meters, the flagship store showcases La Mer's latest design concept, which captures the essence of the brand's luxurious heritage. Where form follows functions, the brand curated elements – marble pieces, champagne gold elements, fluted panels, and statement pieces – to bring forth quality, detail, comfort and sophistication. The La Mer product lines have been composed to provide customers with an immersive experience upon entry. The private VIP lounge and consultation area emphasize the exclusivity and comfort of the in-store experience, providing a serene and lavish atmosphere for personalized consultations and services."

Upon making an appointment on the cdf member website, customers are entitled to experience the services offered at the Spa de La Mer facial cabine – the company's first-ever in travel retail.

"The story of La Mer is rooted in hope, healing and the power of the living sea," said Patrick Bouchard, Senior Vice President, La Mer, Travel Retail Worldwide, The Estée Lauder Companies. "We are proud to bring that heritage to life in a whole new way with our newest global flagship in Hainan where consumers will be taken on a journey to the heart of luxury skincare."

Maggie Wang, Deputy General Manager of Haikou International Duty Free City, added, "We are

honored that La Mer has partnered with us to bring such a groundbreaking luxury experience to our customers here in Haikou. With La Mer's reputation for premium luxury product and high-touch services, we believe our continued partnership will surprise and delight travelers here in Hainan."

La Mer's grand opening was celebrated by a livestream across five of CDFG Hainan's social platforms. The livestream, which included a special guest appearance by Qin Lan, drew 39 million views across Weibo and WeChat.



Qin Lan at the La Mer grand opening

As part of the opening, La Mer introduced its newest advanced formula, the New Moisturizing Soft Cream, which "features a powerful new delivery system that helps build youthful softness into the skin and resist signs of ageing. Building on a 50-year journey of skincare science, La Mer newly re-discovers Miracle Broth™ which can help skin enrich lipids and brace against future signs of age.

"Miracle Broth is at the heart of La Mer. Crafted with singular precision and care, our signature youth-regenerating elixir actively stabilizes, strengthens and recharges skin. Miracle Broth helps skin create a more irritation-resistant skin barrier and balanced appearance while boosting skin's natural energy, igniting active repair for a newly rejuvenated appearance. The result is a barrier-boosting, skin-soothing, cell-renewing powerhouse that we infuse into every La Mer product."