

Lancôme and CDFG bloom into the New Year with Hainan celebration



Lancôme and CDFG bloomed into the New Year with an "unprecedented, state-of-the-art" celebration in Hainan

This Spring Festival, Lancôme Travel Retail Asia Pacific ushered in the new year with the theme "Together, we bloom into happiness." Celebrating the iconic Lancôme rose, the French beauty brand has once again joined forces with the China Duty Free Group (CDFG) to launch the [Lancôme](#) Blooming Rose pop-up at the newly opened Hainan's CDFG Haikou International Duty Free Mall.

Lancôme hosted a celebrity launch event, innovative AI activations, and a Lancôme take-over of Haikou's Tourist Town, inspiring hope, optimism and happiness in the New Year.

The immersive Lancôme Blooming Rose pop-up experience marks several firsts for the brand. The 360-degree activation features the largest 172-square-meter outdoor pop-up space in Hainan, where guests are invited to immerse themselves in the world of Lancôme and discover its iconic best-sellers.

Visitors enter the Génifique Rose Garden where they are welcomed by the brand's star product, a two-meter-tall Advanced Génifique Serum. Guests are invited to create heartfelt memories at the virtual garden by designing unique AI roses imbued with personal messages; discover their own personalized New Year greetings to ring in the new year; and bring home a keepsake at the augmented reality photo booth.

The brand establishes its leadership in Beauty Tech with the first Skin Screen Room in Hainan, a private and luxurious space where one can receive a complimentary consultation by Lancôme's Beauty Advisors who leverage the Skin Screen's expertise to recommend a skincare routine, exclusively customized to each customer's skin concerns.

Lancôme hosted the inaugural Rose Paradise event on January 12 2023, which was attended by L'Oréal China Travel Retail General Manager, Adele Zhang, CDFG Executive Deputy General Manager Luke Chang, and celebrities Song Yi 宋茜, Li Wen Han 李汶翰. The brand partnered with CDFG Haikou International Duty Free City to present a takeover of the mall's indoor atrium, transforming the space into a spectacular vast digital rose wonderland, whilst incorporating the mall's existing art and light installations. The large flower garden was adorned with illuminated digital blooms and enhanced by the brand's first takeover of the 324-square-meter LED screen.

Lancôme also elevated a street takeover in 2022 to painting an entire town red in 2023, coupled with a dazzling floral installation.

Located within one of Haikou's top tourist attractions – the oriental Feng Xiaogang Movie Town, the Lancôme Blooming Town saw the streets illuminated with Lancôme's festive digital roses. Tourists and locals were transported through Lancôme Blooming Town in a Lancôme tram, and their experience culminated in a light and projection show to celebrate the new year.

Also dominating the digital space, the Lancôme Enchanting Blooming Tour marked its first-ever simultaneous livestream across seven CDFG social channels, achieving a record-breaking 32M views solely on CDFG Haikou's livestream platforms. Hosted by top beauty influencer 井桐 爱丽丝 and four other

CDFG hosts, it featured a line up with celebrities Song Yi (Song Yi) and Li Wen Han (Li Wen Han), as well as actress & KOL Hanna.

During the livestream, viewers were taken on a dynamic virtual journey, and were invited to explore different highlights of the Lancôme Blooming rose garden, which was filled with more than 10 million digital roses. The stream then transported viewers to a digital replica of the Lancôme pop up store to immerse themselves in an elevated experience. Concurrently, viewers could also shop Lancôme's high-performance formulations throughout the livestream, encouraging interested consumers to make a purchase. Finally, the livestream's grand finale featured Lancôme's first-ever digital drone show and an array of digital fireworks, lighting up the sky with animated celebratory greetings from the brand.

"Lancôme is a leading brand of beauty and innovation, always seeking to delight its consumers by constantly re-inventing retail experiences. We are pleased to partner with China Duty Free Group to bloom in the city of Hainan through the multiple experiential Blooming Rose activations and touch-points to celebrate happiness and hope in this new year," said Yeon Ah Choi, General Manager at L'Oréal Luxe Travel Retail Asia Pacific.

"We are honored to be blooming into the new year with China Duty Free Group once again for our first-ever disruptive Lancôme Travel Retail Asia Pacific takeover of the new CDFG Haikou International Duty Free City, solidifying our leadership in Spring Festival animations and the omni-retail space, and constantly innovating new experiences for Hainan travelers," said Linda Wang, General Manager of Lancôme Travel Retail Asia Pacific.

"China Duty Free Group would like to thank our strong partners at Lancôme Travel Retail Asia Pacific for yet another blockbuster Spring Festival event to celebrate the beauty of togetherness. The inauguration of the first celebrity event here at CDF Haikou International Duty Free City sets the bar to bring unique and exciting retail experiences to new heights in this blooming new year," said Grace Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division at China Duty Free Group.