

Lancôme and DFS mark a decade of skincare success with new-generation Génifique



Lancôme Microbiome Hub showcasing the New Advanced Génifique serum at Hong Kong Hysan Place Atrium

Lancôme Travel Retail Asia Pacific has introduced its New Advanced Génifique serum at the Lancôme Microbiome Hub, celebrating 10 years of the best-selling French skincare product.

Located at Hong Kong Hysan Place Atrium, the Lancôme Microbiome Hub was designed in partnership with DFS Group to immerse consumers in the cutting-edge innovation of the New Advanced Génifique formula.

Since its launch in 2009, the serum is Lancôme's number one hero product for travel retail, having sold over 25 million bottles worldwide.

The new-generation Advanced Génifique product incorporates the latest breakthrough in microbiome science after 15 years of research into the skin microbiome, in partnership with the world's leading scientific experts.

The formula is enriched with a new-patented complex of seven pre- and probiotic fractions that acts on the skin microbiome, aiming to deliver healthy, youthful skin. Skin looks visibly younger, recovers faster and feels stronger, according to the brand.

To promote its new formula, the Microbiome Hub was designed for guests to experience the possibilities of microbiome science. A striking 3D digital Génifique billboard fronts the immersive experience, while a 2.5 meter-high giant LED Génifique bottle showcases the product and illustrates how the new formula paves the way for the new era of skin microbiome.

A series of engaging activities seek to take consumers on various adventures. Consumers are invited to try the formula with an automatic formula sensor and play at the interactive digital table. Next, guests can personalize and share their GIF at the microbiome photokiosk.

Consumers can also key in their names onto the New Advanced Génifique Giant LED bottle and strike a pose with the display.

Finally, personalized engraving services are provided with any purchase of the New Advanced Génifique. The journey ends with guests returning home with exclusive Lancôme gifts and macarons.



From left to right: Tiffany Lam, Senior Partner of Hysan; Prudence Kan, Area Manager of Lancôme Travel Retail Asia Pacific; Parker Gundersen, Region President - Asia North at DFS Group; Hsiao-Wei Cheng, Director of Global Merchandizing at DFS Group; Rafaele Brzuchacz, Marketing Director of Lancôme Travel Retail Asia Pacific; James Holloman, VP of Category & Retail Marketing at DFS Group; Stephanie Chan, Group Product Manager of Lancôme Travel Retail Asia Pacific; Jared Flint, Director of Category Marketing at DFS Group

Tao Zhang, General Manager of Lancôme Travel Retail Asia Pacific, said: “I am very excited to celebrate Lancôme’s best-loved icon product: Advanced Génifique, now upgraded with the most cutting-edge innovation from Lancôme skincare lab after 15 years of ground-breaking technology research in the whole new age of microbiome. I am proud to work with our long-time partner DFS again in another innovative outpost to bring the product experience live to our dear customers.”

Christophe Marque, Senior Vice President Beauty, DFS Group, commented: “DFS is committed to providing outstanding and thrilling experiences for our discerning traveling customers. We are proud to once again partner with Lancôme, who has been at the forefront of innovative skincare, in unveiling this Lancôme Microbiome Hub. Through an exciting mix of experiential retailtainment and digital touchpoints, microbiome science is now revealed to all beauty lovers.”