

Lancôme & Lagardère welcome passengers back to Hainan with makeup pop-up



Lancôme Travel Retail Asia Pacific's first Face Makeup Animation at Lagardère Travel Retail

In collaboration with Lagardère Travel Retail, Lancôme Travel Retail Asia Pacific has unveiled the very first Face Makeup animation at Hainan Tourism Duty Free Shopping Complex in Sanya.

Featuring Lancôme's hero Face Makeup franchise Teint Idole Ultra Wear, a top-selling foundation in Asia, the pop-up ran from June 1 to 30. The 24-hour long wear foundation is the perfect partner for consumers during the hot summer season.

A modern and chic pop-up highlighted how consumers can always be camera-ready with Teint Idole Ultra Wear, powered by AIRWEARTM technology. This technology enabled a breathable and lightweight formula.

At the pop-up, visitors were taken on an interactive and immersive shopping experience. A 3D interaction zone allowed visitors to engage with elevated visual experience. There was a Virtual Try On space that allowed visitors to experiment with different makeup looks.



Teint Idole and Lancôme's star products were displayed at the pop-up.

Visitors also had the delightful chance to try the unique Teint Idole Ultra Wear texture through redeeming samples at the vending machine. Featuring Lancôme's best-sellers in Skincare and Fragrances, the pop-up included iconic L'Absolu Rouge for color experience. Meanwhile, the digital media campaign engaged consumers with summer challenges and daily lifestyle hacks.

"Together with Lagardère Travel Retail, we are very pleased to host our first Face Makeup animation in Hainan. We are looking forward to celebrating summer with all our travelers across multiple touchpoints in both offline and online," said Stevie Wong, General Manager of Lancôme at L'Oréal Travel Retail Asia Pacific.

VP Merchandising Asia of Lagardère Travel Retail Terry Chua said, "On behalf of Lagardère Travel Retail, we are delighted to hold the very first Face Makeup animation in Hainan together with Lancôme Travel Retail Asia Pacific in Hainan Tourism Duty Free Shopping Complex (HTDF). Let us share the excitement of summer as travel recovers and resumes in Hainan."