

Lancôme celebrates anniversary of iconic fragrance La Vie Est Belle



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According to the company, the pop-ups offer travelers a unique olfactory and digital retail experience in line with this new motto.

Visitors will start their "happiness journey" by discovering a 2.5-meter-high bottle of La Vie Est Belle, reflecting the iconic crystal smile. Once at the heart of the bottle, they can immerse themselves into their "favorite facet of happiness" as embodied by La Vie Est Belle. Guests can choose to customize their experience with a personal message and share the video of the experience with their loved ones. Visitors can also treat themselves to a minute of happiness by downloading the capsule to continue the experience on their flight.

After the immersive experience, customers can personalize their iconic bottle with a pair of organza wings, exclusively hand embroidered for Lancôme TREMEA in the workshop of Maison Lesage, Parisian master embroider since 1924.

"Celebrating 10 years of La Vie Est Belle in Paris is absolutely about a sense of place. For this occasion, we have created a strong O+O customer journey with a differentiated 'retailtainment' and an exclusive partnership with Maison Lesage to showcase both the luxury aspect and the French know-how of the two brands," comments Cédric Remeur, Lancôme TREMEAI General Manager.

Last October the brand partnered with Lagardère Travel Retail in Paris CDG 2F and with AENA and Dufry in Barcelona T1 to inaugurate magical Lancôme brand pop-ups that will remain in place until January 2023.