

# Lancôme and CDFG unveil immersive Super Serums pop-up



The Super Serums Campaign will run until March 27

[Lancôme](#) Travel Retail Asia-Pacific has partnered with China Duty Free Group for the world's first-ever Super Serums O+O activation in [cdf Sanya Haitang Bay](#).

The pop-up entrance features towering giant replicas of the brand's Advanced Génifique Serum and Rénergie H.C.F. Triple Serum. Next, travelers will see the Lancôme Skin Screen - the most advanced skin analysis technology.

"Powered by artificial intelligence and 20 years of research, the Lancôme Skin Screen can track 12 clinical skin parameters for precise skin diagnostic accuracy," explains a press release.

The Advanced Génifique Serum immersive experience features "a state-of-art digital installation where travelers are guided through a series of animation and engaging storytelling where they immerse into the world of 30 million pre- and probiotic fractions which strengthens the skin barrier layer by layer."

This is followed by the enriching Rénergie H.C.F. Triple Serum immersive experience showcasing its patented high performance anti-aging concentrate which helps to rejuvenate the skin.

"With the campaign period coinciding with International Women's Day, Lancôme celebrates women through a first-ever customizable interactive 3D avatar experience. This engaging touchpoint

encourages women to embrace their strengths and spend quality time to rejuvenate themselves, resonating with the ethos of the high-performance formulas of Lancôme #1 Super Serums."

Linda Wang, General Manager of Lancôme Travel Retail Asia-Pacific, said, "We are elated to be partnering with China Duty Free Group in our worldwide first-ever Lancôme Travel Retail Asia-Pacific Super Serums activation. This cements Lancôme's long-standing authority in skincare, as we reiterate our leadership through constant innovation and cutting-edge technology to elevate the consumer experience."

"China Duty Free Group is honored to once again partner with Lancôme Travel Retail Asia-Pacific for an unprecedented 360° activation of the Lancôme Super Serums. The technologically advanced pop-up space continually introduces a novel travel retail journey to our domestic and international travelers," says Grace Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division at China Duty Free Group.