

Le Labo partners with CDFG to open two boutiques in Hainan



"An important milestone": Le Labo fragrance labs open in Hainan

'Born in Grasse and raised in New York' fragrance house Le Labo - which is part of The Estée Lauder Companies - has partnered with China Duty Free Group to open two new stores in Hainan.

The new spaces are at CDF Haikou international Duty Free Shopping Complex in Haikou and at the Global Beauty Plaza in Block C of the CDF Sanya International Duty Free Shopping Complex in Haitang Bay.

Le Labo said its new locations offer clients an immersive experience, showcasing the brand's genderless perfumes, candles and formulas for the body, hair, and face. The brand highlights 30ml fragrances and Figure 15, Petit Grain 21 and Santal 26 votive candles for travelers passing through Hainan and offers an on-site personalization service.



The Le Labo store in Block C highlights the brand's slow perfumery craft, with personalization (as shown below) a key factor



“This dedication to craftsmanship ensures that every client receives a bespoke and intimate

experience, allowing them to create lasting memories through scent," the brand stated.

Le Labo said its expansion into Hainan "marks an important milestone for the brand, as it continues to bring its soulful beauty through its craft of slow perfumery around the world".

"Through the opening of its fragrance labs in Hainan, Le Labo invites travelers to embark on a sensory journey that celebrates the artistry and craftsmanship of each creation," the brand added.