

L'OCCITANE announces GTR launch of Brazilian-inspired brand Sol de Janeiro



Sol de Janeiro's Brazilian Bum Bum collection

[L'OCCITANE Group](#) has announced the launch of Brazilian-inspired premium beauty brand, [Sol de Janeiro](#), in global travel retail.

According to the Group, available at airports and on cruises and ferries, Sol de Janeiro is currently debuting as part of a pre-exclusive two-month partnership with Dufry. The brand campaign is launching at UK airports and continuing in Europe, followed by US, Canada, Argentina and Mexico.

The brand's travel retail debut marks a pivotal moment in its global expansion. Sol de Janeiro was founded in 2015 by Heela Yang, a Yale and Harvard Business School graduate with a successful track

record in the cosmetics industry, especially leading global skincare brands. Having relocated from the United States to Brazil, Yang started Sol de Janeiro, which translates to "Sun of January."

Sol de Janeiro's best-selling product is Brazilian Bum Bum Cream (pronounced boom, boom), with one product sold every 14 seconds globally.

The rich and fast-absorbing body moisturizer, which key ingredient is guaraná, has powerful benefits and a distinctive scent. Native to the Amazon, the guaraná plant's potent seeds offer a highly concentrated form of caffeine, proven to stimulate microcirculation for tighter-looking skin.

The Brazilian Bum Bum collection also features the award-winning Brazilian Crush Cheirosa 62 Hair and Body Mist.

The Group says all of Sol de Janeiro's products combine sustainably sourced ingredients from the lush, natural and diverse landscape of Brazil with clinically proven technologies that deliver results. Offering luxurious textures to stimulate all the senses, products are vegan-friendly, and sulphate and cruelty-free.

Mona L'Hostis, Head of Global Travel Retail Marketing at the L'OCCITANE Group, said, 'We are thrilled to be supporting Sol de Janeiro at the start of its exciting travel retail journey. This life affirming and inclusive, best-selling brand has already garnered an obsessed and loyal multi-generational global following, especially among Gen Z shoppers. We therefore cannot wait to unveil its full potential and Brazilian sense of joy to travelers at airports worldwide.'

Following its successful pre-exclusive launch with Dufry, Sol de Janeiro Travel Retail will be rolled out globally in collaboration with other trusted travel retail partners from June.