

L'OCCITANE launches "Gift of Nature" pop-ups at Frankfurt Airport



The launch marks the second chapter of the brand's "Nature Positive" campaign

In advance of Earth Day in April, [L'OCCITANE](#) has kicked off its dynamic "Gift of Nature" campaign with immersive pop-up stores at the main A and Z terminals at Frankfurt Airport. The four-month campaign is being rolled out in Europe, the Americas and APAC countries.

The campaign marks the second chapter of the brand's hugely successful "Nature Positive" campaign which ran in 2022 with animated pop-up stores at key global airports in celebration of Earth Day.

The support offered by travel retail partner [Gebr. Heinemann](#) has ensured excellent positioning and visibility of the podiums at the two Frankfurt terminals, notes a January press release. The enchanting, nature inspired "disruptive" promotion will see the lush, verdant and vibrant 360-degree activation podiums organized by key brand ingredients that include Verbena, Almond and Shea Butter. There will also be a Nature Positive collection and photo booth. Customers can take an image of themselves on a rope swing beneath the tree in the Nature Positive photo booth and post it on Instagram. For every post, 1€ (US\$1.08) is offered by L'OCCITANE to Meli Bees, an NGO that supports regenerative agriculture in the most endangered areas of the Amazon, up to a maximum of 2,500€ (US\$2712).

With an abundance of foliage and natural props such as a wooden tree and flowers that exude real fragrance, the pop-ups underline key messages about sustainability and biodiversity.

"When it comes to giving, the greatest gift of all is nature," said Mona L'Hostis, Head of Global Travel

Retail Marketing at L'OCCITANE Group. "As a trailblazing brand in sustainability, we firmly believe that with our 'Gift of Nature' campaign, we will inspire and engage with customers to think in a more eco-conscious way. In doing so, we can all significantly contribute to protecting the biodiversity of the planet.'

The initiative will once again underline the brand's eco pioneering credentials and its commitment to being a cultivator of change and a leader in sustainability in the industry. Nature has lain at the heart of L'OCCITANE en Provence since its inception in 1976. With its motto of "Reduce, Recycle, React", it pursues environmentally friendly agricultural and manufacturing methods, eco-design and sustainable packaging for the benefit of local biodiversity, producers, and communities.

During the "Gift of Nature" promotion a 150 milliliter travel retail exclusive limited-edition of the brand's iconic, best-selling Shea Hand Cream will be available. The uniquely packaged hand cream will be presented in a 95% recycled aluminium tube decorated with a rich and vibrant fauna and flora motif designed by Philippines-based illustrator, Raxenne Maniquiz.

An innovative Hand Cream Wall will allow customers to select a travel retail exclusive custom-made kit of 30 milliliter creams from a selection and they can also enjoy a hand massage with their chosen scent. The exclusive outer boxes made from FSC paper are personalized to Frankfurt. From April onward, an exclusive travel retail collection of five 30 milliliter top-selling hand cream sets will also be available in Rose, Shea, Cherry Blossom, Lavender and Verbena fragrances. Like the Shea Hand Cream, they are presented in a completely recyclable box manufactured from 100% recycled paper.

Customers can also enjoy a biodiversity digital engagement game and take advantage of a gift with purchase that includes "green travel" miniature aluminium bottles.

"With L'OCCITANE Travel Retail, we have a partner who is just as enthusiastic about offering eco-friendly products to travellers as we are. We are delighted that we, together with L'OCCITANE Travel Retail, can attribute to our spectacular assortment while at the same time making a sustainable impact in the beauty section," said Jens Peter Peuckert, Director of Marketing at Gebr. Heinemann.