

L'OCCITANE Group brings Grown Alchemist to travel retail



Grown Alchemist's premiere point of sale in TR is at Sydney Airport, Terminal 1

[L'OCCITANE Group](#) has launched its premium beauty brand, [Grown Alchemist](#), in global travel retail. Founded in Australia, the clean beauty brand has its premiere point of sale at Sydney Airport, Terminal 1 - a collaboration with [Heinemann Australia](#).

"The Grown Alchemist counter is set to inspire affluent travelers with its range of innovative skin, body, hand, and haircare products," explains a press release. "The minimalist, monochrome retail design features glass and stainless-steel details balanced with a distressed concrete wall to deliver the brand's signature fusion of urban street culture, while offering a lab-chic personality. The angular design and industrial ambience transport travelers into a world inspired by the science behind the brand, while the distressed concrete is an expression of the environmental aggressors that people face every day and how the brand tackles these concerns.

"Travelers will be inspired by the innovative semi-transparent LED display screen that delivers the brand's core messages, and have the opportunity to refresh themselves with Grown Alchemist formulations before they board their flight."

Estelle de Bure, Managing Director Global Travel Retail, L'OCCITANE Group, said, "I am delighted to welcome Grown Alchemist into our premium portfolio in travel retail with the brand's first-ever boutique in an airport worldwide. The opening is a milestone for Grown Alchemist and L'OCCITANE Group, as we seek to introduce our chic, edgy, and clean beauty brand to a new generation of traveling consumers. Offering a unique mix of breakthrough science, sustainable values and an urban edge, the minimalist boutique in Sydney is set to drive awareness and trial among travelers - with a strategic focus on Gen Z. We would like to thank Heinemann for its continued support of the Group, and we look forward to developing Grown Alchemist to its full potential in the channel."

Britta Hoffmann, Director Purchasing Perfume & Cosmetics, Gebr. Heinemann added, "The L'OCCITANE Group and Gebr. Heinemann have been working together intensively and in a spirit of trust for many years. Having already contributed to the strong growth of the L'OCCITANE brand in travel retail, we are delighted to be supporting the group's new brands such as Grown Alchemist as well. With the exclusive launch at Sydney Airport, the first important step towards the global roll-out of the brand has now been taken. Next, we plan to establish Grown Alchemist at other locations such as Frankfurt, Oslo and Istanbul. In this way, we are also responding to increased customer demand for natural cosmetics."

Ranjith Menon, Regional Head of Marketing and Purchasing - Perfumes & Cosmetics, Heinemann Asia-Pacific said, "We are delighted to partner with L'OCCITANE Group to bring a Grown Alchemist boutique to the travel retail market for the first time, in Sydney Airport. Grown Alchemist's focus on sustainability and innovation is closely aligned with our values, and the boutique is a great addition to a fantastic beauty line-up in our transformed Sydney Airport store."