

L'Occitane x CDFG debut charity partnership and launch "Nature Positive" campaign in Hainan



Hosted at Haikou Mova Mall, in collaboration with China Duty Free Group, the animation highlights L'Occitane's new travel exclusive Wonderland Hand Cream collection and the company's ongoing commitment to sustainable practices

[L'Occitane](#) Travel Retail Asia Pacific has unveiled its "Nature Positive" campaign in Hainan, strengthening its identity as the sustainable partner for natural beauty, skincare and wellbeing products in travel retail.

Hosted at Haikou Mova Mall throughout September, in collaboration with China Duty Free Group, the animation immerses travelers into a universe that celebrates L'Occitane Travel Retail's first-ever charity partnership in China. The animation also highlights its new travel exclusive Wonderland Hand Cream collection and the company's ongoing commitment to sustainable practices.

"At L'Occitane we are cultivators of positive change for the world, so it is a pleasure to see our longstanding commitments to Reducing Waste and Respecting Biodiversity flourish in Hainan with the 'Nature's Wonderland' animation. In a first for the business in travel retail, we are proud to unveil our charity partnership with [Shanghai Roots & Shoots](#) and hope to educate travelers on the value that we place on the natural world we live in.

"We would like to thank China Duty Free Group for their ongoing support and collaboration [with] L'Occitane and hope to continue building the natural beauty market together in China travel retail in the future," comments Estelle de Bure, Global Travel Retail Managing Director, L'Occitane Group.

Designed by Korean illustrator Aellie Kim, "Nature's Wonderland" invites travelers into a bright and colorful garden filled with the signature ingredients and flowers that L'Occitane cultivates. Underpinning its commitment to Respecting Biodiversity, L'Occitane has become the first company to support Chinese non-profit organization Shanghai Roots & Shoots' "Planting Trees for Gibbons Project." A proportion of sales at the animation will fund the planting of 500 trees in Guangxi, China. In addition to protecting the environment, the donation will help to restore and expand the forest habitat of the critically endangered Eastern Black Crested Gibbon.

Crafted from sustainable and recyclable materials, the fascinating activation nurtures a three-dimensional haven featuring a large tree, fauna and flora, in which the traveler engagement touchpoints are located. The magical adventure includes the to explore the collaboration with Shanghai Roots & Shoots and learn about the company's pledge to reducing waste via upcycled L'Occitane bottle plant pots, featuring key Hand Cream ingredients, lavender and mint. Travelers are also encouraged to visit the L'Occitane counter to receive a complimentary pack of lavender and mint leaf seeds to inspire them to live sustainably at home.

The animation is supported by the launch of the limited edition, travel retail exclusive Wonderland Hand Cream sets. Housed in environmentally friendly packaging, the new range includes Wonderland Hand Cream Kit of 5 & Hand Cream Duo, presented in a tube made with 95% recycled aluminum.

“It is a privilege to strengthen our partnership with L’Occitane Travel Retail and to build upon our joint commitment to sustainability with the Nature’s Wonderland animation. Our younger Millennial and Gen Z customers are increasingly environmentally conscious, so we look forward to immersing travelers into a magical wonderland where they can learn about L’Occitane’s longstanding pledge to the environment and support a fantastic local cause at the same time,” adds Grace Wang, General Manager, Perfume & Cosmetics at China Duty Free Group.

Since 1976, L'Occitane en Provence has been imagining, producing, and selling beauty, skincare, and wellbeing products with an intention to share nature's wonders with the world. The Group has three core sustainability initiatives centred on protecting the planet and treating people with respect in Travel Retail Asia Pacific: Respecting Biodiversity, Reducing Waste and Celebrating Craftsmanship.