

# L'Occitane launches Delícia Drench body care range by Sol de Janeiro at Charles de Gaulle



The upbeat and disruptive Sol de Janeiro pop-up at Paris Charles de Gaulle Airport

L'Occitane Travel Retail is showcasing the “hotly anticipated” new Delícia Drench body care range by Brazilian-inspired premium beauty brand, Sol de Janeiro, at Paris Charles de Gaulle Airport.

In partnership with Lagardère Travel Retail, Extime and JC Decaux, the upbeat and disruptive pop-up, in striking purple and yellow colors, invites travelers to sample both the newly launched rich and moisturizing Delícia Drench Body Butter and its complementary uplifting Cheirosa 59 Perfume Mist.

The 360° promotional campaign, with the slogan ‘new Delícia joins the obsession’, includes an enhanced sampling and gifting experience and attentive customer service from promotional staff wearing personalized yellow tee-shirts. The stand itself includes engaging consumer activations, cheerful playlists, life affirming images, and bold colored giant product dummies of Delícia Drench and other iconic body creams.

All travelers receive a welcome leaflet offering them the opportunity to reveal their mood by choosing stickers with affirmative slogans such as ‘excited’, ‘cosy’, ‘daring’ or ‘in love’. They can sample Delícia Drench Body Butter and Cheirosa 59 Perfume Mist at a testing table, and also enjoy a photobooth. A mood boosting choice of fun filters associated with each key product range is offered.

These include ‘you look radiant,’ ‘you look gorgeous,’ ‘you look stunning,’ and ‘you look fabulous.’

A dedicated assortment of the brand’s bestsellers will also be showcased including cult-hero, Brazilian Bum Bum Cream, Bom Dia Bright Cream and Beija Flor Elasti-Cream, together with their matching perfume mists. Throughout the duration of the promotion, customers will be offered free samples of Delícia Drench Body Butter, smart logoed carrier bags and a gift with purchase of a premium tote bag.



Pop-up customers are treated to samples and gift-with-purchase tote bag

The absorbent new body butter, presented in a purple tub, supports the skin’s barrier and penetrates deep below the surface to lock in up to 24 hours of moisture. It includes notes of velvet plum, sugared violet, vanilla orchid, sandalwood, and vetiver. Its nourishing properties are enhanced by protective Bacuri butter and the brand’s Brazilian Soothing Complex, a blend of copaiba resin and passionflower seed oil, to calm stressed skin. Prebiotic hibiscus nourishes the skin’s natural microbiome to support resilience.

The new uplifting Cheirosa 59 Perfume Mist with its similar evocative woody notes and exquisite floral undertones can be spritzed from head to toe at any time of day or night.

In a consumer survey of 36 participants conducted by an independent laboratory, 92% reported that the Cheirosa 59 Perfume Mist transported them to a positive place and made them feel happy while 82% asserted that the fragrance instantly boosted their mood.

Sol de Janeiro, meaning ‘sun of January’, encapsulates the warmth, joy and radiance associated with the Brazilian sun and the brand aims to imbue its travel retail spaces with that positive vibe and virtual sunshine. With its impactful motto, ‘Love it. Flaunt it. You’ve got it.’, Sol de Janeiro was born<sub>2</sub>

of an authentic and joyful Brazilian philosophy that celebrates diversity, body joy and inclusivity. This is reflected in its bright and colorful product packaging and viral presence, and in its empowering and life-affirming promotional messages. Favored by multi-generational global consumers, especially Millennials and Gen Z shoppers, the brand has fast garnered a loyal and devoted fan base with its highly effective body care range.

Marion Amirouche, Brand Manager, Sol de Janeiro Travel Retail, said, “We’re thrilled to launch this vibrant activation at Paris Charles de Gaulle Airport and to have the opportunity to introduce the deliciously fragranced and results-driven Delícia Drench product range to so many travellers. We want to bring a sense of happiness and positivity to travellers, and we encourage everyone to feel the joy and come on board and join the Sol de Janeiro obsession.”

Gwendoline Bommier, Director Perfumes and Cosmetics at Lagardère Travel Retail, added, ““This partnership with L’Occitane Group was a great opportunity for us to develop their hot brand Sol de Janeiro through our Parisians Airports. A new way to catch our younger consumers, the Gen Z generation, who respond perfectly and positively to this eye catchy and impactful brand. Through a huge 360° activation plan, our passengers are completely immersed in a fabulous sensorial experience.”

As one of the fastest growing, award-winning skincare brands in the world, Sol de Janeiro has consistently delivered a stellar performance across its range of body care, fragrance, and hair care products. Available at airports, on board planes, and on cruises and ferries, Sol de Janeiro debuted in travel retail at the beginning of last year and has since continued its hugely impactful and successful promotional roll-out at airports worldwide.