

L'Occitane launches summer pop-up campaign for skincare brand Sol de Janeiro



The Sol de Janeiro summer pop-up campaign is taking place at airports worldwide

[L'Occitane](#) Travel Retail has started to rollout its summer pop-up campaign at airports worldwide for Brazilian-inspired skincare brand [Sol de Janeiro](#). The brand is currently being showcased at pop-ups at international airports including Copenhagen, Barcelona, Sao Paulo, Geneva, and Paris Orly. The campaign in Europe and the Americas will continue throughout the summer at airports including Frankfurt, Gatwick and Heathrow in London, JFK New York and CDG Paris.

According to the company, the skincare brand's motto, 'Love it. Flaunt it. You've got it,' is reflected in the disruptive 360° airport activations that are filled with empowering and life-affirming messages and colorful visuals. The podiums are designed in sunny orange, yellow and turquoise to mirror the sun, sea, sky and sand of Rio de Janeiro beaches, and feature a large sign in bright orange letters that greets travelers with the words: 'Welcome to the Sol de Janeiro state of mind.'

Highlighting its best-selling core product range, which includes Brazilian Bum Bum Cream and Brazilian Crush Cheirosa 62 Hair and Body Mist, the pop-ups also offer a lively world music playlist and feature photobooths with evocative backdrops such as Rio de Janeiro beach and giant size bottles of the brand's iconic products. Customers can upload selfies to social media or have polaroid shots taken of them on the stand and enjoy sampling the different body creams and body mists at testing counters. Complimentary 'body positivity' postcards and samples are also offered to customers.

As one of the fastest growing skincare brands in North America, Sol de Janeiro has consistently delivered a stellar performance across body care, fragrance, and hair care products. Available at airports and on cruises and ferries, Sol de Janeiro debuted at the beginning of the year in a pre-exclusive two-month partnership with Dufry. It is currently working closely with Dufry and its other global travel retail partners, including Heinemann, DFS and Lagardère as it continues its roll-out at airports worldwide.

Beatriz Macedo, Head of Beauty, Dufry Americas, said, "The launch of Sol de Janeiro reinforces our solid partnership with L'Occitane. It is indeed a new and vibrant moment, and we celebrate great teamwork with the success of the high visibility 360 plan that was put in place together. We are very excited with the results and for what is yet to come!"

Antoine Lafourcade, General Manager, Travel Retail EMEA & Americas, said, "The travel retail roll-out of Sol de Janeiro is witnessing unprecedented success and so I'd like to thank both our partners, and in-house teams for making this happen so quickly and smoothly. The brand is proving a game changer at airports as young obsessive Millennials and Gen Z fans flock to buy products. We're expecting even greater results as these younger buyers continue their love affair with Sol de Janeiro at airports worldwide this summer."