

L'OCCITANE opens Caribbean flagship store in Trinidad



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L'OCCITANE en Provence has opened its latest Caribbean flagship store in the Falls at Westmall, the leading shopping destination in Trinidad and Tobago, on the northwest coast of Trinidad.

In association with retailer, First Body Limited, and distributor, Essence Corp, the store will offer a taste of Provence with its range of exclusive and sustainable beauty and wellness products that are rich in natural and organic ingredients with certified origin.

L'OCCITANE en Provence is renowned for its welcoming and professional in-store experience personalised customer service, art of gifting and complimentary beauty services. With sustainability at its core, the new boutique will open daily and just in time for the holiday season. The brand will be showcasing its best-selling fragrances, skin, body and haircare products, along with travel exclusive sets ready to be wrapped into the perfect gift.

"We are thrilled to be opening our first Caribbean store in Trinidad in partnership with First body Limited and Essence Corp. As a trailblazing brand in sustainable beauty, we look forward to introducing customers of Westmall to the Provençal art de vivre with our eco-conscious range of beauty and wellness products, eco-refills and gift sets that contain natural essential oils from the fertile lands of Provence in the South of France," says Mona L'Hostis, L'OCCITANE Group Head of

Marketing Global Travel Retail.

L'OCCITANE has been an eco-pioneer since its inception in 1976, when it operated an innovative in-store glass bottle return policy. Since then, it has committed to using eco-friendly manufacturing methods at its production base in Provence, which includes eco-design and sustainable packaging with its motto: Reduce, Recycle, React.

L'OCCITANE en Provence was recognized in the 2021 progress report of the New Plastics Economy Global Commitment by the [Ellen MacArthur Foundation](#). The brand was highlighted as one of the most committed brands in the fight against plastics. It has pledged that by 2025, 100% of its plastic bottles will be manufactured from 100% recycled plastic.