

L'Occitane TR to showcase multi-brand portfolio at TFWA Asia Pacific



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L'OCCITANE Travel Retail will once again be exciting with a multi-brand presence at the annual TFWA Asia Pacific Exhibition & Conference in Singapore. In addition to L'OCCITANE en Provence, Group brands ELEMIS, Sol de Janeiro and Melvita will be highlighted at the duty free and travel retail regional summit, which runs May 12-16.

While shining a spotlight on the best-selling lines and forthcoming innovations of its key brands, L'OCCITANE Travel Retail will also take the opportunity to introduce new senior team members, underlining its determination to continue growing and strengthening its travel retail business globally. Recently, the Group announced the appointment of Green Yip who has joined the team as Regional Managing Director Travel Retail APAC.

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Corporation, the Group wants to underscore its core messages on sustainability, regenerating nature, and recycling and reducing waste. It features a showstopper tree in its central atrium whose branches rise up through a dramatic circular skylight. The booth itself is embellished with abundant foliage and plants.

Three bright and inviting meeting rooms are each liveried in the individual brand colors of L'OCCITANE en Provence, ELEMIS, and Sol de Janeiro and showcase their best-selling products with arresting visuals. The L'OCCITANE en Provence room includes a striking faux window with authentic Provençal setting, while the ELEMIS room showcases dynamic shots of its award-winning cleansing balms and skin creams, along with its B Corp certified status. The Sol de Janeiro room is emblazoned with life affirming and joyous brand imagery and a display of giant dummies of its best-selling body care products such as Brazilian Bum Bum Cream, and newly introduced Delícia Drench Body Butter.

At the entrance to the booth, and as a powerful reminder of L'OCCITANE Group's strong stance on sustainability, visitors will be able to read its mission statement which is: with empowerment we positively impact people and regenerate nature.

Mona L'Hostis, L'OCCITANE Group Director of Marketing Global Travel Retail, says, "It is always fantastic to participate in the TFWA annual regional summit and this year we are delighted to showcase our leading global travel retail brands, innovations and campaigns. We are also thrilled to take this opportunity to welcome and introduce our new senior travel retail appointees to our team members and partners. We look forward to meeting with our trusted travel partners and having the opportunity to present some of the best-selling product ranges from our Group's brand portfolio.'

L'OCCITANE en Provence was recognized as one of the most committed brands in the fight against plastics in the 2021 progress report on the New Plastics Economy Global Commitment by the Ellen MacArthur Foundation. In fact, the L'OCCITANE Group has pledged that by 2025, all of its plastic bottles will be manufactured from 100% recycled materials.

As a leading exponent of sustainability within the travel retail industry, the L'OCCITANE Group continuously strives to support the sector with open-source sharing, and by adopting a proactive, eco-friendly stance in terms of products, packaging, and commitment to reducing waste, protecting and regenerating biodiversity and reducing its environmental and carbon footprint.