

L'OCCITANE Travel Retail set to bring "multi-brand brilliance" to TFWA Cannes 2024



Sol de Janeiro will soon launch its vibrant 'Celebrate Out Loud!' campaign, featuring a colorful safari theme

L'OCCITANE Travel Retail is excited to return to the annual TFWA World Exhibition & Conference in Cannes. Once again it will be showcasing its multi-brand portfolio of premium beauty brands at the prestigious duty free and travel retail event which runs from September 30, to October 3, 2024.

This year, the Group will shine a spotlight on its flagship brand, L'OCCITANE en Provence, and leading brands, Sol de Janeiro, ELEMIS and Erborian, underlining its commitment to innovation and global growth.

The striking L'OCCITANE Group booth and terrace, elegantly liveried in Provençal green and adorned with olive trees, will offer a welcoming space for visitors. Three bold and inviting meeting rooms, each themed to reflect the distinctive personalities of L'OCCITANE en Provence, Sol de Janeiro, and Erborian, will showcase the brands' best-selling products alongside stunning visuals.

The booth will not only feature the best-selling product ranges within the brand portfolio but will also offer a sneak preview of future immersive activations such as the L'OCCITANE en Provence Botanical Lab in Haitang Bay, the re-launch of the brand's Immortelle Reset Serum, and Erborian's 360-degree campaign for CC Red Correct, the ultra-fine high-definition concealer for reducing redness in the skin. The travel retail team will also give a taste of the festive holiday campaigns for L'OCCITANE en Provence and Sol de Janeiro, set to captivate travelers worldwide.

L'OCCITANE en Provence will launch the much-anticipated 'Le Grand Voyage' global campaign,

designed as an immersive 360-degree experience at airports worldwide. The inviting activations promise an evocative ambience reminiscent of vintage train carriages, whisking the customer on a 'journey of the senses' 'from Paris to Provenance.' This campaign will include limited-edition TREX gifting sets, holiday novelties, and a photo booth to capture memorable moments.

Meanwhile, Sol de Janeiro will set the stage for its vibrant 'Celebrate Out Loud!' campaign, featuring a colorful safari theme. With giant dummies of iconic hero products such as Brazilian Bum Bum Cream and lively jungle foliage, this activation will invite travellers to explore 'irresistible gifts made to escape the ordinary'. Offering dynamic 360-degree animations across global travel retail hubs, the pop-ups will showcase a dedicated assortment with holiday limited-editions and exclusive holiday sets.

Both campaigns will include inspiring digital and social media campaigns to support the activations.

"We are excited to bring our multi-brand presence to TFWA Cannes," said Evelyne Ly-Wainer, Managing Director Global Travel Retail, L'OCCITANE Group. "It's been an exciting year for L'OCCITANE Travel Retail with the hugely successful roll-out of ever-more bold, immersive, and innovative pop-ups in airports and duty free locations worldwide. As we continue to push the boundaries of innovation and disruptive activations, TFWA Cannes is the perfect setting to meet with our valued partners and share future plans."

Mona L'Hostis, Marketing Director Global Travel Retail, L'OCCITANE Group, added, 'It is always a huge pleasure for the TR team to participate in the TFWA annual regional summit in Cannes. This year, we are especially proud to showcase our brand portfolio and creative and engaging upcoming campaigns that will resonate with travelers worldwide. We look forward to having the opportunity once again to connect with our trusted partners, and to highlight some of the best-selling ranges from our brands."

With an emphasis on best-selling lines, innovation, and eye-catching activations, L'OCCITANE Travel Retail is set to make a bold impact at TFWA Cannes 2024, continuing to excite, disrupt and redefine the travel retail experience for global consumers.

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.