

L'Occitane unveils sustainability concept store in Hainan



Sustainability concept store in Hainan

Highlighting its green credentials and sustainable concept, L'Occitane Travel Retail Asia-Pacific has this month launched its first sustainability concept store at Sanya International Duty-Free Shopping Complex in Haitang Bay.

Partnering with China Duty Free Group (CDFG), L'Occitane en Provence underlines its commitment to sustainability with an innovative, eco-designed store constructed from 84% eco-certified materials in line with the brand's guiding principle of Rethink, Recycle, Reduce.

Taking a holistic approach, the store has implemented a sustainable strategy from concept through to construction with an emphasis on end-of-life recycling and upcycling. The store features eco-friendly materials without the use of plastic. Employing light-weight bamboo for fixtures in place of pine, and using less fuel and electric delivery trucks for transport, the carbon footprint has been greatly reduced. In addition, the fast-growing, naturally renewable bamboo absorbs more carbon dioxide which in turn, slows down climate change.

To emphasize its message on reducing waste the store features a unique chandelier fashioned from recycled L'Occitane Immortelle Reset Triphase Essence glass bottles. The resin tabletops are also

created from upcycled glass. Meanwhile, the flooring has been upcycled from the reclaimed timber of an old Chinese wooden boat. To promote the circular economy concept, spotlights from the previous shop have been re-used in the new store.

Underlining its commitment to the sustainability objectives and initiatives of the Group, L'Occitane Travel Retail is the first beauty brand to partner with China Duty Free Group & TerraCycle China in implementing a bottle return program at Sanya International Duty-Free Shopping Complex in Haitang Bay. The aim of this initiative is to encourage all customers, including travelers, to routinely recycle their purchases. It is hoped that consequently recycling will become a good habit for customers even when traveling.

As L'Occitane celebrates craftsmanship, a display of welcoming and beautiful eco-friendly 3D sculptures have been created by local artists, made from FSC sustainable paper.

Equipped with digital engagements, the store showcases the brand's sustainable commitments via innovative augmented-reality and digital interactive experiences.

Estelle de Bure, General Manager of the L'Occitane Group Travel Retail Asia Pacific, said, "We hope that the launch of our first sustainability concept store in Hainan will prove inspirational for our customers in finding ways to recycle, reduce waste, and promote the biodiversity of the planet. We truly appreciate the continued support of our partner, CDFG, in working closely with us to underline how crucial sustainability is to all of us in our everyday lives, and to the planet as a whole."

"We are delighted to partner with L'Occitane Travel Retail once again with this important and unique sustainability initiative at the Sanya International Duty-Free Shopping Complex. China Duty Free Group is delighted to offer Hainan travelers the opportunity to enjoy this exclusive eco-experience with an emphasis on caring for the environment and protecting biodiversity," said Grace Wang, General Manager, Perfume & Cosmetics of the China Duty Free Group.

L'Occitane en Provence was recently 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, 100 per cent of its plastic bottles will be manufactured from 100 per cent recycled waste.

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.