

# L'Occitane's Sol de Janeiro celebrates the Carnival of Brazil at Rio de Janeiro and Sao Paulo airports



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L'OCCITANE Group Travel Retail is set to unleash the dynamic spirit of the Carnival of Brazil at both Rio de Janeiro and Sao Paulo airports with its Brazilian-inspired, premium beauty brand Sol de Janeiro.

As the iconic annual Brazilian festival kicks off across the country from the beginning of February, Sol de Janeiro will be joining in the festivities at both airports for the first time. With a disruptive

campaign that includes lively Samba music, exciting DJ entertainment, and colourful podiums, the brand hopes to create a memorable experience for travelers.

In addition, Sol de Janeiro will continue its brand roll-out in travel retail with activations at airports across South America that began in January and will run throughout February. The initiative encompasses Argentina, Chile, Colombia and Uruguay, bringing the energy of the brand to an even wider audience. There will be ongoing animations at airports in Hawaii and at JFK Airport in New York, at the same time.

Sol de Janeiro, which translates as "sun of January," encapsulates the warmth, joy and radiance associated with the Brazilian sun. Therefore, the brand aims to infuse the travel retail spaces with some virtual sunshine, and the vitality and vibrancy that is characteristic of Brazil's most celebrated festival.

With its impactful motto, "Love it. Flaunt it. You've got it.," Sol de Janeiro was born of a Brazilian philosophy that celebrates diversity, body joy and inclusivity. This is reflected in its bright and colourful packaging and viral presence, and its empowering brand message. Beloved by multi-generational global consumers, especially Millennials and Gen Z shoppers, it has garnered a loyal fan base with its highly effective body care range.

One of the stand out features at the pop-ups will be a Brazilian-themed standalone "Wishing Wall" display, with customers being encouraged to make a wish and receive a complimentary recycled cotton braided bracelet sporting a selection of affirmative slogans.

Various of the brand's bestsellers and iconic body care ranges will take centre stage including Sol de Janeiro's best-selling cult-hero, Guarana-infused Brazilian Bum Bum Cream, described as heaven in a jar. Also highlighted will be the brand's popular Cheirosa 62 Perfume Mist for body and hair that features delicious notes of pistachio, salted caramel, and vanilla. The Beija and Bom Dia product ranges will also be showcased.

Antoine Lafourcade, L'OCCITANE Group Travel Retail EMEA & Americas General Manager, said, "We're really excited to introduce the best-selling products of Sol de Janeiro to travellers across South America with these dynamic activations, infused with the spirit of the Carnival of Brazil. The carnival celebrates the country's cultural diversity and rich history with exotic parades, music and dancing. So, we want to bring that same infectious energy and joy to travellers, emphasising that Sol de Janeiro is more than just a best-selling skincare and body care brand: it's a celebration of life. We want to spread that sense of celebration wherever our brand goes."