

# L'Oréal celebrates success at Hainan Expo with Prada fragrances & Takami debuts



L'Oréal Travel Retail Asia Pacific tells *Global Travel Retail Magazine* it has marked another successful exhibition at the China International Consumer Products Expo (CICPE) 2022 that took place from July 26 to 30 at the Hainan International Convention & Exhibition Centre in Haikou. L'Oréal debuted Prada fragrances and cult-loved Japanese skincare brand, Takami, to the travel retail channels.

Guests who visited the L'Oréal Pavilion were first welcomed by a facade design inspired by L'Oréal's Sense of Purpose, "Create The Beauty That Moves The World" before taking on an intuitive yet immersive experience powered by L'Oréal's innovative beauty tech. The entirety of the L'Oréal Pavilion was built according to L'Oréal's "5 Eco Golden Rules" where certified recycled FSC, PESC, and mono materials were optimally-weighted, made redressable, and separable for disassembly, and old fixtures from previous L'Oréal animations were reused.

Highlights of the L'Oréal Pavilion included The Future of Beauty which showcased L'Oréal's global leadership in beauty technology innovations, Beauty For Our Planet which reaffirmed L'Oréal's pledge to protect the beauty of the planet, biodiversity, and natural resources, and Best of Experiential Beauty where guests experienced the most prestigious end of L'Oréal's portfolio. The journey continued with Immersive Olfactory Beauty where L'Oréal's most revered fragrance brands were exhibited, Diverse Expression of Couture Beauty which paid homage to L'Oréal's haute couture DNA, and Beauty to Come which saw the debut of Prada fragrances and Japanese clinical skincare brand, Takami in travel retail Hainan.

"We're extremely proud to have participated in the China International Consumer Products Expo 2022 once again. CICPE is a powerful avenue for us at L'Oréal to showcase our globally renowned brand portfolio and manifest our Sense of Purpose cohesively to trade partners, media friends, and loyal fans and consumers simultaneously. On behalf of the L'Oréal Travel Retail Asia Pacific family, we thank our friends and family who made L'Oréal CICPE 2022 a resounding success and memorable event," said Tao Zhang, Managing Director of L'Oréal Travel Retail Asia Pacific.