

# L'Oréal launches series of new boutiques in Hainan



Prada Haikou International Duty Free



Lancôme Haikou International Duty Free

L'Oréal Travel Retail Asia Pacific has launched 19 new boutiques in Haikou International Duty Free Shopping Complex. Located in Hainan, China, the newly opened mega mall by China Duty Free Group (CDFG) will enable L'Oréal to enhance travelers' shopping experiences, with a strong focus on consumer service and retail excellence.

The 29,000-square meter mall is now home to L'Oréal's full beauty portfolio of 19 beauty brands including the group's newest blockbuster addition Prada Fragrances.

### **Beauty-tech services and personalized treatments**

Travelers to Haikou International Duty Free Shopping Complex can expect "best-in-class retail expression at the brands' various global flagship boutiques, through high-tech beauty innovations and world-class service standards," reads the press release. This includes professional consultation services across skincare, make-up, and haircare, along with personalized treatments at skincare cabins by Lancôme, Helena Rubinstein, SkinCeuticals and Armani Beauty.

A wide range of tech-enabled beauty services will also be available including Lancôme Skin Screen, SkinCeuticals SkinScope, L'Oréal Paris Science Table, Yves Saint Laurent (YSL) Neuro Fragrance Consultation, Kérastase's Kérascan for scalp and hair and a pop-up to enjoy blow dry services. With CDFG's "Scan and Purchase" initiative, travelers will enjoy seamless purchase experience with reduced queuing and waiting time.

### **Sustainability at the heart of retail**

Sustainability is a key focus of L'Oréal's 19 brand boutiques. The travel retail mall is China's first to be given the Leadership in Energy and Environmental Design (LEED) Gold certification, and all store counters were constructed using eco-certified and recyclable materials.

Plus, six key brands from L'Oréal's portfolio in the shopping complex have also applied for LEED Certification with an expected GOLD label for Lancôme, Kiehl's, Helena Rubinstein, YSL Beauté Armani Beauty and Shu Uemura. All pop-ups and future retail animations will be built on L'Oréal's Eco-Design Golden Rules where certified recycled FSC, PESCO, and mono materials are optimally-weighted, made redressable and separable for disassembly and old fixtures from previous animations will be reused.

"As L'Oréal Travel Retail and China Duty Free Group, we share the same passion to provide Beauty for All Travelers. Haikou International Duty Free Shopping Complex is a symbol of our 20 years of great collaboration. We are proud to showcase the best of beauty with our 19 brand flagship boutiques welcoming Chinese Travelers to live the exclusive L'Oréal experience- best in retail expression, best in beauty tech innovation, best in services, best in engagement and best in sustainability", says Vincent BOINAY, President at L'Oréal Travel Retail.

“With CDF Haikou International Duty Free shopping complex, CDFG’s vision is to build a shopping Destination that will set a new benchmark for travel retail. We are delighted with the 19 outstanding and amazing beauty boutiques, services and experiences that L’Oréal has designed for our complex. These boutiques will certainly give our travelers many reasons to visit and repeat,” adds Charles Chen, President at China Duty Free Group.