

L'Oréal Paris and CDFG celebrate the Lunar New Year of the Rabbit



At the pop-up, brand ambassadors bring consumers on a captivating journey through space to a L'Oréal Paris space odyssey

In collaboration with China Duty Free Group (CDFG), L'Oréal Paris Travel Retail Asia Pacific is celebrating the Lunar New Year of the Rabbit with a space themed pop-up, featuring its newly launched Travel Retail exclusives, Revitalift Filler Eye Cream for Face in 65 milliliter, and Youth Code Ferment Pre-Essence in 115 milliliter. L'Oréal Paris will unveil an impressive pop up in Hainan, ushering the new year at Sanya International Duty-Free Shopping complex from January 1 to 31, 2023.

At the red and gold pop-up, dedicated brand ambassadors will bring consumers on a journey through space, where travelers will be transported to a "L'Oréal Paris space odyssey" with eye-catching space elements and interactive retailtainment. Travelers get to customize their own unique spaceship and launch their personalized new year wishes into space. They will then receive an exclusive L'Oréal Paris festive foldable tote bag as a souvenir for participating. To enhance the enchanting experience, a 30-minute festive light was displayed at the pop-up every weekend of the month.

At the product experience zone, travelers will be introduced to top two L'Oréal Paris bestsellers in travel retail exclusive jumbo sizes, enjoying extra value for money. With every jumbo exclusive purchase, consumers will be able to receive a L'Oréal Paris travel deluxe mini set.

To offer an integrated online and offline consumer experience, L'Oréal Paris collaborated with top Chinese celebrity actor 肖战 (Joe Xu) and KOLs 吴彦祖 Ryan and 范冰冰 for a livestream talk show. The event was broadcasted on CDFG's Weibo and WeChat channels on January 14, where they shared their secrets to maintaining youthful and radiant skin during the festive season.

"We are pleased to celebrate the Year of the Rabbit with the launch of our exclusive travel retail jumbo bestsellers providing good value to our shoppers. This well integrated offline to online collaboration will certainly help to create a seamless consumer experience and generate more excitement for travelers across Asia Pacific," said Arnaud Darde, General Manager of L'Oréal Paris Travel Retail Asia Pacific.