

L'Oréal rounds off 2022 with beauty tech highlights in TR



Valentino Beauty "Dopamine Dream" pop-up store

Valentino Beauty presents “Dopamine Dream” pop-up store in Hainan

Valentino Beauty Travel Retail Asia Pacific launched the House’s “Dopamine Dream” theme pop-up in Hainan at the Sanya International Duty Free Shopping Complex in Haitang Bay in October.

Valentino Beauty creates synergies between both fragrance and make-up through color storytelling inspired by the Roman sky and the Valentino couture.

The inspiration for Dopamine Dream came from ink, contrasts and Creative Director Pierpaolo Piccioli’s master exploration of colors which reveal “the extraordinary to make every day a self-celebration – dream in colors, dream in Valentino,” reads the press release.

The pop-up store transports customers into a dopamine-like adventure through an immersive multi-sensory and digitalization experience, showcasing the brand’s key focus of 2022: Born in Roma Fragrances and Go-Cushion. Upon completion of the retailtainment activities, shoppers will receive limited-edition Dilraba postcards and exclusive gifts upon purchase to seal off their “couture dream journey.”

“Valentino Beauty is thrilled to bring this unique storytelling of Valentino Beauty to Hainan in partnership with CDFG, through the thoughtfully curated customer journey in the pop-up across the different retailtainment activities for travelers to be immersed in a dopamine dreamlike experience to discover Valentino Beauty,” says Marin Vialle, General Manager at L’Oréal Travel Retail Asia Pacific Makeup Business Unit.



Helena Rubinstein and Lagardère Travel Retail Replasty 24-Hour Skin Recovery pop-up clinic

Helena Rubinstein unveils ultra-premium skin recovery pop-up clinic in Hainan

Helena Rubinstein Travel Retail Asia Pacific partnered with Lagardère Travel Retail to launch an ultra-premium and personalized experience with its Replasty 24-Hour Skin Recovery pop-up clinic in Hainan Tourism Duty Free Shopping Complex, bringing 120 years of avant garde skincare to travelers.

The highlight of the activation featured Helena Rubinstein’s new routine with the recently formulated Age Recovery Day Cream, complete with customized consultation designed for consumers to experience the highest efficacy when used together with the best-selling Age Recovery Night Cream.

According to the team, the new and improved Age Recovery Day Cream or “White Bandage” delivers an instant cosmetic intervention with its new “anti-inflammatory prescription” of Tasmanol and contains pharmaceutical ingredients to instantly soothe and protect the skin.

“We are excited to reach another milestone in our partnership with Lagardère Travel Retail with the first ever Replasty 24-Hour Recovery Clinic and a brand-new boutique offering premium services opening in December 2022. Together, we look forward to continuously pamper our customers with the ultimate luxury experience,” says Fion Ng, L’Oréal Travel Retail Asia Pacific General Manager of Skincare Business Unit.

“It is our pleasure to showcase the new Replasty 24-Hour routine to our customers. With the new

‘white bandage’ formula paired with Helena Rubinstein’s iconic ‘black bandage’, we are confident that customers will be able to get the most luxurious and customized care for their skin needs,” adds Terry Chua, Vice-President Merchandising at Lagardère Travel Retail Asia.”



Lancôme "journey of rejuvenation" at the CDF Sanya Duty Free Mall

Lancôme creates journey of rejuvenation with Absolué

Lancôme Travel Retail Asia Pacific invited travelers to “Embark on a journey of rejuvenation” with a luxurious beauty experience at the CDF Sanya Duty Free Mall. Throughout November, consumers were immersed in the world of Absolué, with two pop-ups that highlighted premium service and artistic craftsmanship. The campaign culminated in a golden light show, illuminating the coast of Sanya and livestream hosted by Lancôme ambassadors Fiona Sit and Zhang Linghe.

A giant replica of its iconic Absolué Soft Cream stood at the center of the activation, highlighting the franchise hero and its legendary ingredients. Upon entering, guests experienced “a moment of escapism” in an immersive gallery that paid homage to Absolué’s patented longevity science and proprietary ingredient, the perpetual rose. Golden rose sculptures, imagined by world-renowned French artist Richard Orlinski displayed multi-faceted design and contemporary lines.

“As a leader of the premium beauty market, Lancôme continues to innovate the luxury beauty experience, elevating with service and craftsmanship. We are reinventing and enhancing premium beauty to meet the desires and aspirations of our travelers in Hainan. We are proud to partner with China Duty Free Group once again to bring this aspirational campaign to life, engaging travelers with a rejuvenating experience whilst shopping at the iconic CDF Sanya Duty Free Mall,” explains Linda Wang, General Manager at Lancôme Travel Retail Asia Pacific.

“CDF Sanya International Duty-Free Shopping Complex’s vision is to create a lifestyle hub, providing a personalized experience, far beyond shopping. We are delighted to partner with Lancôme Travel Retail Asia Pacific for the ‘Embark on a journey of rejuvenation’ campaign to provide our customers with exceptional products and experiences. This campaign was a unique opportunity to engage consumers with a blend of art and premium service, enhancing their travels to Hainan,” says Grace

Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division at China Duty Free Group.



Lancôme and CDFG Rénergie O2O takeover in Hainan

Lancôme and CDFG introduce new era with Rénergie

Lancôme Travel Retail Asia Pacific joined forces with China Duty Free Group (CDFG) in the first-ever Rénergie O2O takeover in Hainan this December, debuting the new Rénergie H.C.F. Triple Serum – The Impossible Made Possible, with a high-tech pop up and immersive virtual store bringing to life the science and technology behind its high-performance formula.

At the entrance of the pop-up, travelers are welcomed by a first-of-its-kind, mechanical dummy of the new Rénergie H.C.F. Triple Serum showcasing its high-tech packaging design, with each derm-active ingredient held within separate chambers that protect them from air, light and impurities. The 3D LED screen at the center of the pop-up highlights the disruptive, high-performance formula of Rénergie H.C.F. Triple Serum, which is the result of Lancôme's breakthrough formulation science.

Consumers are then invited to experience Lancôme's most advanced skin diagnosis tool, the Lancôme Skin Screen. Beauty advisors recommend a customized skincare regimen to suit each consumers' skin in a private luxurious space, leveraging the Lancôme Skin Screen, powered by 20 years of research and artificial intelligence through a breakthrough combination of tri-polar light technology and cutting-edge AI algorithms to measure 13 key clinical skin parameters.

Plus, a vending machine strategically positioned at the end of the consumer journey drives recruitment by allowing travelers to redeem a sample. The pop-up encompasses multiple O2O experiences that immerse shoppers into the Rénergie universe.

"We are extremely elated to be partnering with China Duty Free Group on our new Rénergie H.C.F.

Triple Serum Launch to continue to push the boundaries in the omni-retail space and to constantly reinvent shopping experiences for Hainan travelers,” says Linda Wang, General Manager at Lancôme Travel Retail Asia Pacific.

“It is an honour for the China Duty Free Group family to once again partner with our friends at Lancôme Travel Retail Asia Pacific on yet another wonderful launch event this festive season. We are in awe and constantly resonate with the technological breakthroughs and innovations,” concludes Grace Wang, General Manager of Perfume and Cosmetics Department, Central Merchandising Division at China Duty Free Group.