

L'Oréal TR AP recognized by Alipay for digital transformation



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L'Oréal Travel Retail Asia Pacific, which is dedicated to offering beauty to all travelers, has been awarded with the prestigious “2021 Best Digital Innovation Award in Travel Retail” by Alipay International Business Group.

The award recognizes L'Oréal Travel Retail Asia Pacific's digital transformation to co-create and co-maintain new relationships with Chinese travelers via seamless online and offline customer experiences. Offering innovative digital solutions, valuable insights and ongoing conversations, the travel retail team has generated strong ties between Chinese travelers and L'Oréal Travel Retail Asia Pacific's brand portfolio.

L'Oréal Travel Retail Asia Pacific is the first international beauty group in the travel retail industry to debut an official cooperation with Alipay. Since 2020, the collaboration with Alipay has led to the co-creation of online and offline touchpoints throughout the traveler's beauty journey.

Leveraging digital solutions on the Alipay platform, L'Oréal's content and marketing efforts resulted in more than 20 successful brand activations in travel retail including Lancôme's “Let's Reset for A Blooming New Year” campaign. Enhanced customer engagement and personalized conversations with travelers now go beyond a single travel experience in order to re-connect with passengers in the future.

“We are very proud to receive such a prestigious award in recognition of our digital transformation in travel retail. The collaboration with Alipay has enabled us to better understand travelers' preferences through an enhanced lens and meaningful conversations are co-created beyond one beauty journey. This new traveler-centric approach has strengthened our relationship with travelers and we look forward to co-creating the future of beauty with valuable partners like Alipay,” says Joyce Lui, Chief Marketing Officer of L'Oréal Travel Retail Asia Pacific.

“We are pleased to present this award to L'Oréal Travel Retail Asia Pacific. Alipay is committed to facilitating the digital operations and transformation of brands and merchants through our digital technology and solutions and helping enhance their relationships and engagements with Chinese consumers, especially the young and mobile-savvy,” comments Janice Chen, Head of Marketing Operations, Global Merchant Partnerships, Alipay International Business Group.