

L'Oréal TR AP teamed up to host tech-based multi-brand DF party



The multi-brand pop-up featured the skincare portfolio of Kiehl's, Biotherm and Helena Rubinstein and transported travelers into the future of beauty with interactive “retailtainment” and beauty tech innovations powered by Augmented Reality



L'Oréal Travel Retail Asia Pacific collaborated with Lagardère Travel Retail China and Hainan Travel Duty Free (HTDF) to present a tech-based, multi-brand Summer Beauty Duty Free Party at the HTDF Mall.

Setting a bold statement, the three took over an 842-sqm LED screen with ultra-realistic 3D visuals, featuring the powerful skincare portfolio of Kiehl's, Biotherm and Helena Rubinstein. The seasonal party invited travelers on a fully integrated online and offline journey at a pop-up space, showcasing beauty tech and innovative services. The event took place August 1 - 31 in Sanya, Hainan on level four of the shopping mall.

The multi-brand pop-up transported travelers into the future of beauty with interactive "retailtainment" and beauty tech innovations powered by Augmented Reality. Kiehl's skin diagnosis reader allowed visitors to perform a quick and personalized skin analysis; Biotherm highlighted a virtual ocean protection game via a QR Code; Helena Rubinstein's interactive screen addressed visitors' skincare concerns with an embedded gift redemption machine.

Offering a fully integrated online and offline consumer experience, travelers seamlessly made their purchase by scanning a QR code and collected the beauty products upon departure at the airport. Travelers also discovered the star products of Kiehl's, Biotherm and Helena Rubinstein on the HTDF-exclusive Perfect Shopping List Builder and Lagardère's WeChat Mini-Program E-shop.

"We are extremely pleased to collaborate with Lagardère Travel Retail China to unveil a multi-brand pop-up on a scale that has never been seen before. This digitally driven concept casts a spotlight on our iconic skincare brands: Kiehl's, Biotherm and Helena Rubinstein. We are also pleased with the reception and we hope to continue to reshape our relationship with Hainan travelers through beauty, dynamic innovation and technology," comments Fion Ng, General Manager of Skincare Business Unit, L'Oréal Travel Retail Asia Pacific.