

L'Oréal TR EMEAI opens Prada Beauty pop-up at CDG



L'Oréal Travel Retail EMEAI's Prada Beauty pop-up at Paris Charles De Gaulle Airport

L'Oréal Travel Retail EMEAI has opened its very first Prada Beauty pop-up at Paris Charles De Gaulle Airport.

The boutique, located Terminal 2F, was inaugurated on December 10, 2022. Inspired by winter wonderland, the space immerses travelers into a "multidimensional universe of snowflakes, sparks, and precious fragrances," the retailer tells *Global Travel Retail Magazine*.

The environment aimed to evoke a festive mood with a Prada blue themed tree, twinkling lights, reflective surfaces, and shiny ornaments all around. The minimalist interior features carefully crafted decorations that exemplify the brand's vision of modern luxury.



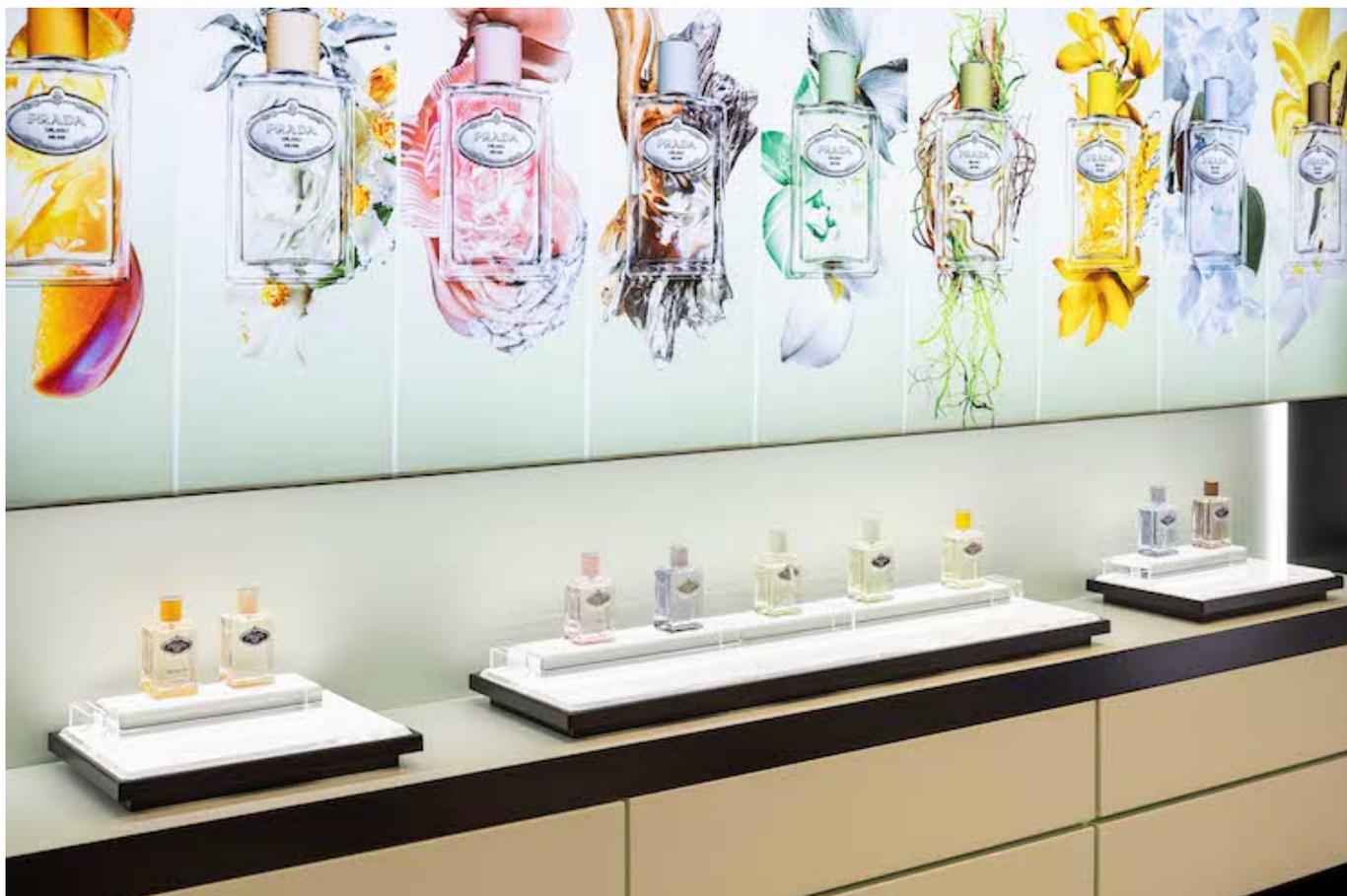
A holiday theme inside the boutique

The boutique marks Prada Beauty's first pop-up opening in the Paris airport and offers the brand's full range of fragrances as well as the recent launch, Prada Paradoxe.

"Prada Paradoxe is the protagonist of the animation. Starring award-winning actor and UN Women Goodwill Ambassador Emma Watson as its brand ambassador, this feminine perfume is an invitation to explore and express the paradoxical multidimensions of women. A floral ambery fragrance that embraces the paradoxes of iconic ingredients to reveal new scented sensations," the company says.

Along with Paradoxe, the pop-up emphasizes the collection Les Infusions with a dedicated space which marks one of the first flagships for the line. The scents reinterpret ancient perfumery techniques and reinvent the natural in forms that feel entirely modern, clear, and precise.

"The experience is one of déjà-vu, an olfactory flirtation with the past that looks boldly to the future."



Les Infusions on display in the boutique

The pop-up also gave travelers the opportunity to shop a wide range of curated limited-edition coffrets filled with Prada Beauty goodies for the perfect holiday present.

As part of Prada Beauty's attention to customer care, the customer will benefit from the guidance of passionate and knowledgeable beauty advisors, who will guide them through the store, providing them with an exclusive experience and in-depth knowledge about the fragrances.

The boutique merges the in-store experience with the newest digital technology, allowing customers to dive into the brands' universe by entering the Prada Miniverse through the QR codes placed throughout the store. Prada Miniverse is a revolutionary web-3 experience that allows the customers to explore the fragrance Paradoxe and the brand, in a more real and engaging way.

Customers will have the chance to benefit from a luxurious engraving service to make purchases unique. Preciously crafted ascots made of Prada's signature Saffiano Leather will be available for the clients to engrave initials.

With each purchase, customers receive complimentary Prada-beauty branded gifts as a token of appreciation.

The boutique in-house gifting and wrapping service will add the couture touch to all purchases with signature Prada bags, boxes and gift sets. Unique materials, craftsmanship, and attention to detail is Prada's signature for an unmatched unboxing experience.