

NARS gets playful in Hainan with celebrity INTO1 Mika



Mika with NARS complexion best-sellers on stage at the consumer event in Sanya International Duty Free Shopping Complex, Hainan

Shiseido Travel Retail brought star power to Haitang Bay with an exclusive consumer event for NARS showcasing the makeup brand's best-sellers at Sanya International Duty Free Shopping Complex.

In a first for the brand in Hainan, the November 7 occasion was headlined by top celebrity Mika Hashizume (Mika/米卡) - described as NARS' "brand friend" and the face for its complexion products in China.

His special appearance drove brand awareness, consumer engagement and footfall to the NARS counter, generating more than +20% uplift in sales, according to Shiseido Travel Retail.

Mika was a popular contestant on China's Produce Camp 2021, an idol survival show filmed on Hainan island which resulted in the creation of the 11-member international boy group INTO1.

The NARS event invited Mika to take part in a series of travel-themed "audacious and playful" makeup challenges inspired by the singer's charisma and the daring spirit of the NARS complexion best-sellers.

Evelyne Ly-Wainer, Vice President, Shiseido Travel Retail Asia Pacific, said: "NARS is growing from strength to strength in China, thanks to its iconic complexion products, and we were thrilled to welcome Mika to Hainan to celebrate this success. His uniquely bold and magnetic personality certainly brought a new level of traveler interest and excitement to NARS' event of the year. We are

thankful for China Duty Free Group's partnership and support of our commitment to creating experiences that delight and engage Chinese travelers in Hainan."

Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division, China Duty Free Group, added: "Shiseido Travel Retail is a longstanding partner of ours with a track record of delivering truly engaging activations that drive brand visibility and bring excitement to CDF Mall, Haitang Bay. The NARS event invited our shoppers into an audacious world with true star appeal, while educating and inspiring attendees with NARS' best-selling complexion products. We look forward to further collaborations that deliver unique and memorable consumer experiences for our shoppers."



Mika (center) and the Sanya Haitang Bay management team at Sanya International Duty Free Shopping Complex

In addition, Mika was interviewed about his Hainan trip experience and delivered a live performance for the audience, three of whom were invited on stage and gifted NARS products.

NARS complexion best-sellers

NARS complexion products were promoted throughout the showcase and at the counter, including Light Reflecting Pressed Setting Powder, NARS' number one product; Orgasm Blush; and Radiant Creamy Concealer. All three products have recorded triple-digit sales growth in Hainan so far this year, driving the expansion of the NARS business in Asia Pacific travel retail.

The photo-friendly Light Reflecting Pressed Setting Powder formula uses photochromic technology to adjust to new sources of light, so skin looks perfect on camera – and in person. NARS' exclusive Light Reflecting Complex optimizes light reflection on the skin and creates a soft-focus effect by optically fading fine lines, wrinkles and pores.

The top-selling Orgasm Blush delivers a weightless, natural-looking rush of cheek color. Superfine micronized powder pigments ensure a soft and blendable application – a light swipe of the blush delivers a natural-looking flush.

Enriched with hydrating, multi-action skincare benefits and light-diffusing technology, Radiant Creamy Concealer instantly obscures imperfections and diminishes fine lines and signs of fatigue.

The event was supported by a comprehensive digital campaign that drove awareness and footfall to the live showcase. It was promoted on NARS-owned Chinese social media channels and through a strategic partnership with China Duty Free Group's e-commerce and social media platforms.

The campaign generated more than 3.3 million views and close to 550,000 engagements across all social media platforms.