

Nuxe leads with hero product to drive Chinese New Year sales



Nuxe is capitalizing on the iconic status of its Huile Prodigieuse® to grow brand awareness in China

Nuxe is backing its renowned Huile Prodigieuse® product to drive sales throughout the Chinese New Year period, capitalizing on the product's iconic status and growing brand awareness in China.

A key visual identity highlighting the traditional colors of red and gold has been applied across all elements of Huile Prodigieuse® point of sale, with a red tag around the product cap, with a "Happy Chinese New Year" message and supported with a glass bottle GWP.

Dedicated point of sale and merchandising to ensure high visibility in-store will feature at all of its key duty free retail locations in China including with CDF at Haitang Bay and New Harbour, Lagardere at Sanya Down Town, CNSC at Sanya Down Town and Beijing Down Town, Dufry at Haikou Down Town, Shenzhen Duty Free at Haikou Mission Hills, WFJ at Wanning Down Town and Zhuhai Duty Free at Sanya Down Town.

"We are still relatively new in the China travel retail market where our growth is being very successfully driven by our iconic Huile Prodigieuse® product. We have ambitious growth targets and Huile Prodigieuse® also helps introduce our other products to Chinese consumers. So, it makes sense for us to align it with Chinese New Year which this year will see the return of the significant traveler

numbers associated with this festival,” said Caroline Goix, Global Sales & Marketing Manager, Travel Retail.

“Chinese New Year is of course a highly competitive period so, to increase our overall brand awareness and generate sales uplift, we have invested in dedicated point of sale and merchandising for Huile Prodigieuse® to make sure Nuxe enjoys high visibility in store during this festive period,” added Audrey Cardonne, Trade Marketing Manager, Travel Retail.



Nuxe placement at CDFG New Harbour