

Nuxe's Flower Market activation reflects growing presence in China



[NUXE](#) Group's Flower Market activation

[Nuxe](#) Group's Flower Market spring-themed merchandizing activation showcases three products within its iconic Prodigieuse range; Huile Prodigieuse, Huile Prodigieuse Florale and Huile Prodigieuse Neroli.

Created by the Group's travel retail team, the "Flower Market by Nuxe" display ran in April at Paris Charles de Gaulle and Orly airports and in downtown Sanya, Hainan.

The activation is continuing its run in Sanya throughout May, and can also be seen at Beijing Airport T3 and Shanghai Airport T1.

"We are delighted to have had the opportunity to implement this display in Paris airports and downtown Sanya, which are important travel retail locations for us and gave us a fantastic presence in-store. It is a beautifully detailed concept evoking a fragrant seasonal mood that perfectly captures the spirit of products like HP Florale, a fragrance with a bright bouquet of floral notes, such as blossoming magnolia. The extended presence of 'Flower Market' in downtown Sanya, and its additional implementation in Beijing and Shanghai airports throughout May, reflects the growing presence of our brand in China," says Caroline Goix, Global Travel Retail Sales & Marketing Manager at Nuxe.



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