

Prada Beauty unveils first LNY pop-up at CDF Sanya International Duty Free Mall



The design of the pop-up takes its inspiration from the red lantern

For its very first Lunar New Year-themed pop-up, Prada Beauty has chosen CDF Sanya International Duty Free Mall as the location. Taking inspiration from the red lantern – a traditional symbol of good fortune – the design of the pop-up integrates iconic elements of Prada in an unexpected way.

Occupying 130 square meters and at more than four meters tall, the red semi-transparent triangular fins, inspired by the Prada triangle logo, surround the peripheral of the pop-up and provide a visual effect of a moving lantern as visitors approach it.

Another striking feature of the “Prada New Perspectives” pop-up is the iconic black-and-white checkered flooring which is synonymous with the Prada brand. With this interpretation of the symbol of good fortune, Prada Beauty invites visitors to explore new perspectives and celebrate this traditional festive moment throughout the month of January.

“Connecting traditions and modernity has always been in the Prada DNA,” said Ricardo Schmidt Diaz, L’Oréal Travel Retail Asia-Pacific General Manager of Designer Brand Fragrances, in a press release. “This is the first ever activation launch for Prada Beauty for LNY in the world. We hope Chinese consumers will enjoy themselves to celebrate Lunar New Year with Prada Beauty and to fall in love with this avant-garde and sophisticated brand. Also, as the first activation of Prada Beauty at CDF Sanya International Duty Free Mall, we are looking forward to even more collaborations with CDFG to bring unique, immersive fragrance experiences to our consumers.”

Stepping into the Prada lantern of luck, visitors are immersed in an avant-garde olfactory experience. The key feature is Prada Paradoxe, the new signature feminine fragrance that is “the quintessential expression of the Prada woman in all her forms, a fresh perspective on the enigma of femininity.” With touchless scent diffusion, visitors can enjoy a fuss-free fragrance experience.

Divided into different zones, the Ingredient Zone allowed visitors to explore the iconic ingredients of Prada Paradoxe which are the neroli bud, where the scent is extracted before the bud opens, Ambrofix™, an innovative bio-converted amber which is naturally derived to deliver an authentic woody ambergris note, and Serenolide™, a new revolutionary musk molecule that ensures the note is immediately noticeable from the top in a second skin experience. An interactive screen experience allowed visitors to discover how these ingredients reveal new sensory experiences for the user.

The Photography Zone further stimulates the imagination of visitors through the use of an immersive AR technology, which brought visitors much closer to the universe of Prada Paradoxe. Utilizing an AR lens, visitors could select various scenes, eye makeup and even Prada embellishments. The personalized images and unique experience were immediately shareable on the visitors’ social media.

An additional Fragrance Experience Zone was integrated into the pop-up to showcase the full range of Prada fragrances. In particular, the Les Infusions Experience Zone allowed visitors to interact with the collection and discover the unique ingredients and technology that create the distinct olfactory experience. Les Infusions brings to customers the essence of remembering that evokes an ephemeral suggestion of a source which is at once intense and intimate.

“We are very honored to be working with Prada Beauty on the first ever Lunar New Year activation in collaboration with CDFG,” said Grace Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division at China Duty Free Group. “The interactive experiences brought by the brand showcases the brand’s DNA and identity in bringing the element of sophistication and avant-garde to shoppers. It played an essential role in driving newness and excitement to the mall this Lunar New Year. We are very happy to bring about this successful activation and look forward to even more collaborations.”