

Shiseido Travel Retail opens series of boutiques with CDFG



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Shiseido Travel Retail has unveiled six boutiques at China Duty Free Haikou International Duty Free Shopping Complex, bringing "a differentiated and unique Japanese beauty shopping experience to the world-class lifestyle and retail development," reads the press release.

Underpinned by personalization, digital engagement and the Japanese spirit of "Omotenashi," the new stores showcase distinctive design concepts and exclusive offerings for Chinese travelers, rooted in the innovation of SHISEIDO, Clé de Peau Beauté, THE GINZA, IPSA, ELIXIR and NARS.

The historic openings reinforce Shiseido Travel Retail's longstanding partnership with China Duty Free Group and mark key milestones for the development of the company's prestige skin beauty brands in the travel retail channel.

"Shiseido Travel Retail is honored to partner with China Duty Free Group to usher in a new golden age of luxury travel retail in Hainan at this outstanding location. Embracing our 'Omotenashi' spirit, we are pleased to present our BEAUTY INNOVATIONS FOR A BETTER WORLD through an exciting line-up of new launches, immersive experiences and premium retail expressions that are unique to Haikou.

"This is more than just a shopping complex – it is a must-visit destination in its own right. We thank China Duty Free Group for this opportunity to showcase the very best of our brands and are committed to continuously raising the bar and strengthening our partnership to create more exceptional journeys of discovery for Chinese consumers together." comments Philippe Lesné, President & CEO at Shiseido Travel Retail.

"It is a pleasure to feature Shiseido Travel Retail's leading portfolio of prestige brands at our newly opened Haikou International Duty Free Shopping Complex as we strive to deliver greater choice, quality and excitement to our consumers.

"We are excited to host a number of exclusives and world firsts from Shiseido Travel Retail and hope that travelers to Haikou enjoy the truly distinctive world of prestige beauty we have to offer. We look forward to working closely together to further elevate the shopping experience and build Hainan into a premier international tourism consumption center," says Charles Chen, President at China Duty Free Group.

Branded showcase of personalized and exclusive experiences

Debuting its largest flagship boutique in travel retail, **SHISEIDO** captures attention with an "eye-catching" shopfront across 198 square meters of space. Displaying the brand's "ALIVE with Beauty" store design concept, the boutique features bespoke elements including a chandelier centerpiece with its graceful rippling water effect.

Consumers can enjoy a lounge service to discover SHISEIDO's most luxurious skincare line, Future Solution LX, or self-explore other travel exclusive products. They can also experience the Japanese art of "furoshiki" gift wrapping offering a selection of limited-edition "furoshiki" prints available exclusively at the Haikou location.



Clé de Peau Beauté at Haikou International Duty Free Shopping Complex

Clé de Peau Beauté makes an exquisite luxury statement with its first Radiant22 boutique concept in travel retail, designed to be an uplifting place to discover one's own radiance through curated product discovery, storytelling and digital engagement. With its unique façade and full-length window dressing, the 130-square meter boutique is a welcoming space with a private VIP area for in-depth personal consultations and pampering treats. Interactive features such as a sophisticated play table where shoppers can test hero products and experiment virtually with different makeup looks to facilitate self-browsing.



THE GINZA at Haikou International Duty Free Shopping Complex

THE GINZA boutique draws shoppers with its minimalist and high-fashion aesthetic, rooted in the brand concept: Skin's Haute Couture. Infused with THE GINZA's signature Linden flower scent, the boutique immerses shoppers in a relaxing ambience and brings its brand story to life through expressive imagery inspired by the name's iconic Hybrid Gel Oil and the gridded cityscape of Ginza, Tokyo. Shoppers can self-discover the premium, tailor-made range or receive a more intimate and personalized beauty consultant service in the private VIP room, which will also host regular VIP events.



IPSA at Haikou International Duty Free Shopping Complex

In a bold arrival, **IPSA**'s first boutique in travel retail presents a standout bespoke concept designed exclusively for Haikou. With "retailtainment at its heart," the space invites visitors to experience IPSA's universe of personalization and simplicity through an immersive and visually compelling showcase of the bestselling The Time Reset Aqua and Metabolizer lines. Digital elements such as the giant LED column with synchronized light-changing pillars and interactive screens engage shoppers with custom content and "gamification that change with the seasons."

For the first time in travel retail, IPSA is offering customers "furoshiki" wrapping as an exclusive gift with purchase. To celebrate the opening, IPSA will launch its "Aqua Play Art" campaign consisting of on-counter animations and KOL engagement, starting next month.



ELIXIR at Haikou International Duty Free Shopping Complex

Built on more than 30 years of collagen science, **ELIXIR** comes to life for shoppers through an elevated design inspired by the brand concept of "Pearl Glow Skin" or "TSUYADAMA" – the natural glow on the cheeks resulting from firm and translucent skin. Featuring soft lighting, pearlescent textures and champagne gold accents, the chic environment showcases ELIXIR's bestselling and travel exclusive skincare products in dedicated spaces for an effective shopping experience.



NARS at Haikou International Duty Free Shopping Complex

The first location in travel retail to launch the new **NARS** next-generation store concept, the NARS boutique at Haikou greets shoppers with a bold design anchored by a multi-colored, glowing façade – this non-stop illumination continues throughout the space, with dynamic color variations and seasonal changeovers. A self-discovery table takes center stage in-store, enabling shoppers to self-explore the product range and create their own unique beauty looks, supported by a virtual try-on experience. To mark the opening, the boutique will offer complimentary makeup services to customers with a minimum purchase throughout December 2022.