

Shiseido Travel Retail partners with CDFG to spotlight Clé de Peau Beauté



The animation invites travelers on an immersive online-to-offline journey

[Shiseido Travel Retail](#) has partnered with China Duty Free Group (CDFG) to bring Clé de Peau Beauté's #FasterRenewal concept to life with a 360-degree animation at [Sanya International Duty Free Shopping Complex](#) in Hainan.

"A shimmering showcase of The Serum's key ingredient, Kelplex, and iridescent bottle, the #FasterRenewal activation aims to educate travelers about the star product's role in accelerating the renewal of intelligent cells to uncover radiant skin," explains a press release.

Taking place throughout February, the animation invites travelers on an immersive online-to-offline (O2O) journey incorporating a giant 3D interactive LED wall, WeChat mini program, and gamification. To support the promotion, a digital campaign, including a livestream headlined by Clé de Peau Beauté Brand Friend Daddi Tang drove traffic to the mini program and CDF e-commerce platforms.

"We are proud to present Clé de Peau Beauté's The Serum and cement its iconic status through the aura sparkle-inspired #FasterRenewal animation," Evelyne Ly-Wainer, Vice-President, Shiseido Travel Retail Asia Pacific, commented. "With the resumption of travel, we look forward to engaging new and familiar shoppers to experience the power of accelerated skin renewal with our leading prestige brand. I would like to thank CDFG for their partnership and support as we continue to create unique value for travelers."

Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division, China Duty Free Group, added, "It is our pleasure to partner with Shiseido Travel Retail to transport shoppers into the radiant world of Clé de Peau Beauté and engage them with an immersive 360-degree experience. Shoppers in Hainan seek prestige brands, premium retail experiences and world-class service, and Clé de Peau Beauté's elevated showcase of radiance offers a truly unforgettable retailtainment journey at Sanya International Duty Free Shopping Complex."

The design of the animation is inspired by aura sparkles, to symbolize the self-energizing radiance experienced with use of The Serum, and features glimmering gold pillars in an homage to the bottle design.

For the first time, Clé de Peau Beauté offers travelers an engaging new way to experience its hero product with a 3D interactive LED wall. A large bottle of The Serum at the outpost entrance draws travelers to the LED screen centrepiece, triggering a stunning 3D display of The Serum and encircling aura sparkles, representing its unique triple marine botanical extract, Kelplex, and the product's faster renewal properties. The experience ends with a QR code for travelers to scan and join Clé de Peau Beauté's Travel Retail Wechat Account, as well as redeem a special token of appreciation.

The animation spotlights Clé de Peau Beauté's bestselling Key Radiance Care range - anchored by The Serum - and Supreme Series on product discovery tables that utilize RFID technology and interactive displays to educate travelers about product ingredients and benefits. Travel exclusives are also highlighted in dedicated areas, including a CDF-exclusive tower showcasing the 2023 CDF-exclusive Key Radiance Care & Enhancing Eye Contour Cream Supreme Set 1.

To drive further awareness and traffic to the outpost, a brand-led livestream was held via CDF social media channels, headlined by Chinese actor Daddi Tang, Clé de Peau Beauté's first Brand Friend Ambassador in travel retail - and hosted by leading KOL 王曼曼_MX and CDF. Featuring 'The Faster Renewal Sphere', the livestream challenged 王曼曼 and 王曼曼_MX to complete tasks at increasing speeds to signify acceleration. Lucky draws were also held to drive viewer engagement.

The animation is further supported by a comprehensive digital and KOL campaign targeting travelers throughout their journeys. A dedicated WeChat mini program - featuring the brand campaign, an educational game and information about the activation and product - enables a seamless O2O experience for travelers, driving footfall to the outpost and online traffic to CDF e-commerce. In addition, leading KOLs 王曼曼_MX, 王曼曼yoo, 王曼曼 and 王曼曼Yvonne were invited to experience the animation and amplify their #FasterRenewal journeys through social sharing.