

Shu Uemura unveils makeup pop-up at Hainan Lagardère



The "makeup box on-the-go" pop-up is open until June 28

Together with [Lagardère Travel Retail](#), [Shu Uemura](#) has unveiled its first ever "makeup box on-the-go" pop-up in Lagardère Sanya Duty Free Shopping Complex.

According to the company, "Inspired by Mr Shu Uemura's iconic makeup box, the pop-up is dressed in a jet-black façade adorned with travel-theme embellishments and neon red torii entryway. This new generation of creative communication spaces appealed to the edgy chic millennials with interactive check-in points and discovery of the best-selling products to empower their self-expression."

At the entrance, travelers will be greeted by Shu Shu Kokeshi – a new symbol that personifies creativity and artistry for the brand.

"With a sharp sense of creativity and modernity, the Shu Shu Kokeshi was dressed in gold Japanese kimono with black traditional calligraphy stroke design and a makeup look specially created by Kikuyus Uchiide, international artistic director of Shu Uemura."

Customers can scan a QR code to visit the dedicated landing page to unlock three major touch points:

1. Shu:looks arcade

"Bringing Tokyo beauty and fashion trends to Hainan, travelers can discover eight distinctive makeup looks inspired by the key Japanese streets - namely the Omotesando, Ebisu, Shinjuku, Shibuya, Ginza, Harajuku, Roppongi, and Daikanyama. In the room, travelers can play the gashapon machine to unlock their beauty inspiration. The distinctive Japanese street arcade game dispenses a mystery ball, and travelers are rewarded with a cleansing oil sachet and a gift card."

2. Unlimited light festival

"To elevate the Tokyo experience, travelers can immerse themselves in a spectacle of lights with kinetic lanterns inspired by the brand's iconic unlimited foundation bottle and its shade. To enhance the product discovery, the unlimited light festival zone is fitted with shu:finder that would provide an AI analysis based on user's facial features. Travelers would need to scan the QR code to activate the shu:finder and receive their personalized makeup look and product recommendation instantly.

3. Shu:onsen

"Travelers can indulge in a multi-sensorial cleansing ritual experience at shu:onsen with an atmosphere inspired by Toshima island - the origin of the cleansing oil's star ingredient. A professional beauty advisor performs a relaxing hand demonstration to highlight the product efficacy and comfort with a shiatsu massage for travelers at the stone sink.

Upon successful completion of these touchpoints, travelers can redeem a customizable Shu Shu Kokeshi doll phone ring.