

shu uemura's chic makeup box lands in Hainan



shu uemura's jet-black facade and red kinu satin ribbon entryway makes a bold statement for the pop-up at Hainan Tourism Duty Free Shopping Complex

shu uemura Travel Retail Asia Pacific has collaborated with Lagardère Travel Retail China to bring its makeup box pop-up to Hainan Tourism Duty Free (HTDF) Shopping Complex.

The box is inspired by Mr. Shu uemura's signature Hollywood makeup box in black and red, offering Hainan travelers an immersive experience infused with innovation and brand heritage.

Hainan travelers were invited to step into Mr. Shu uemura's makeup box to explore, play, create and master their own beauty from September 15-30.

The jet-black facade and red kinu satin ribbon entryway made an edgy chic and bold statement for the pop-up. Visitors were invited to immerse in four creative experiential checkpoints:

□ shu, □ pigment, □ styling atelier and □ shu selfie.

- "□ shu" showcased the legacy of Mr. shu uemura, with exclusive stories from his first makeup box in Hollywood to the star products today;
- "□ pigment" highlighted the newly launched rouge unlimited kinu satin lipsticks with a mobile game for visitors to discover the nature-inspired lip shades and silk-like gliding textures;

- “□ styling atelier” featured a one-on-one consultation with a professional shu uemura makeup stylist, alongside a virtual makeup try-on powered by ModiFace’s augmented reality technology;
- “□ shu selfie” enabled visitors to take selfies with customized shu stickers to share on social media to create social buzz.

Youssef Benkirane, General Manager of shu uemura Travel Retail Asia Pacific, said: “Together with Lagardère Travel Retail China, we were very proud to launch the first-ever shu makeup box in Hainan and invite all travelers to discover an immersive and edgy makeup artistry experience combining innovation and brand heritage. We successfully reimagined a unique and memorable beauty journey for travelers to play, create and master their own beauty. Following the success of this pop-up, we look forward to unveiling more exciting shu uemura adventures for beauty travelers across Asia Pacific.”

Terry Chua, Vice President of Duty Free Merchandising for Asia of Lagardère Travel Retail China, described the pop-up as “unique and eventful”, adding: “Hainan travelers nowadays are looking for iconic products and a memorable experience, and the shu Makeup Box is a perfect destination. Together with our strategic partners L’Oréal group and HTDF, we hope to continue to create unique and meaningful experiences that will excite traveling visitors in Hainan.”