

Social media stars join L'Oréal Paris for Cannes Film Festival beauty experience



The Rouge Signature pop-up at the L'Oréal Paris counter in Lotte Duty Free Myeongdong, Seoul

L'Oréal Paris Travel Retail Asia Pacific brought three top Chinese opinion leaders to spread the Cannes Film Festival experience to global Chinese travelers, in partnership with three key retailers – Lotte Duty Free, Sunrise Duty Free and King Power Duty Free.

L'Oréal Paris was the official makeup partner of the Cannes Film Festival 2019. Many top-notch celebrities attended this year's edition, which took place in May, such as Elle Fanning, Tilda Swinton, Selena Gomez, as well as L'Oréal Paris spokespeople Gong Li, Daniel Wu, Li YuChun, MingXi, and Eva Longoria.

For the first time, L'Oréal Paris Travel Retail Asia Pacific brought three top Chinese opinion leaders, @□□□□, @□□□□Kevin and @□□□□UU, with a total of 18 million followers on social media, to share this exclusive Cannes experience with global customers.

Each of these key opinion leaders (KOLs) represented L'Oréal Paris' partners – Lotte Duty Free, Sunrise Duty Free and King Power Duty Free – respectively, to create social media buzz via interactive livestream videos and content created at L'Oréal Paris' Worth It Studio in Cannes.



Left to right: Social media stars Lu Jiao Jiao (@jjjjjj), Kevin Zhang (@Kevin), and UU (@UU) pose with L'Oréal Paris Travel Retail APAC Marketing Manager, Mandy Chen

The KOLs enjoyed individual makeup sessions with L'Oréal Paris experts, based on five Worth It looks created by Val Garland, L'Oréal Paris Global Makeup Director.

The sessions highlighted L'Oréal Paris star products – Rouge Signature, Infallible Pro-Cover Cushion, Youth Code, Revitalift Filler [HA] Eye Cream For Face, and Revitalift Centella Micro-Essence Water. They aimed to drive traffic to the retailers' online and offline stores.

To elevate the experience, L'Oréal Paris partnered with Lotte Duty Free to launch an exclusive travel retail set, Rouge Signature Trio, and bring beauty looks from the film festival to the L'Oréal Paris counter at Lotte Duty Free Myeongdong, Seoul.

The pop-up featured an exclusive red carpet event and makeup shows from May 17-19 to traveling customers. KOL @jjjjjj, who represented the L'Oréal Paris and Lotte Duty Free partnership, shared both her look and her Cannes Film Festival experience with traveling customers during the makeup show.

Said Olivier Tessler, General Manager, L'Oréal Paris at L'Oréal Travel Retail Asia Pacific: "We are very happy to be partnering with Lotte Duty Free to recreate the iconic beauty looks from the Cannes Film Festival. We are proud to encourage all women to claim their own singularity and inspire self-worth."

Thanks to these activities, L'Oréal Paris generated more than 7 million instances of online engagement and 155 million online views on social media sites Weibo and WeChat.