

# Tairo Group expands OPI's presence with exclusive nail events in Grand Cayman and Mexico



Customers at Kirk Freeport PF2 in Grand Cayman were treated to complimentary nail polish applications

Tairo Group has elevated the OPI experience for beauty enthusiasts in Grand Cayman and Mexico Baja California's travel retail market through immersive nail events, offering shoppers a touch of luxury and self-care.

At Kirk Freeport PF2 in Grand Cayman, customers enjoyed complimentary nail polish applications and received an exclusive OPI gift with their purchase. This interactive experience showcased OPI's extensive color range in a pampering, hands-on setting.

At Sears Rio Duty Free in Mexico Baja California, travelers were introduced to OPI's signature high-performance formulas. Guests indulged in expert nail services while exploring OPI's latest trend-forward collections, further strengthening the brand's presence in the region.

By hosting these dynamic travel retail activations, Tairo Group said it is continuing to generate

excitement for OPI, delivering impactful brand experiences that connect consumers with OPI's quality, innovation, and trendsetting shades.