

# Valentino Beauty celebrates Haitang Bay debut



Valentino Beauty celebrates its grand launch in Hainan with celebrities Gu Linazha, Guang Xiao Tong and Gao Qingchen

Valentino Beauty held its grand launch in Hainan at the Haitang Bay Duty Free Shopping Center in collaboration with China Duty Free Group (CDFG) on November 2.

The star-studded event included the presence of top celebrities Gu Linazha, Guang Xiao Tong and Gao Qingchen, as well as 14 beauty influencers.

To mark the occasion, the brand opened its first beauty store in Hainan inside the mall as well as an outdoor pop-up, where travelers in Hainan could discover Valentino Beauty's strong and simple motto: Color Cool Couture.

The opening ceremony featured a ballet performance infused with street dance elements. Together with the management at L'Oréal Travel Retail Asia Pacific and CDFG, Chinese celebrities Gu Linazha, Guang Xiao Tong and Gao Qingchen graced a ribbon-cutting ceremony.

The Valentino Beauty store is located on the second floor of the shopping mall in a 30 square meter space decorated with neon lights, pink terrazzo surfaces and industrial styled furniture, merging the heritage and quality of couture with the new contemporary and colorful cool spirit of the brand.

## Sustainable store fixtures

Putting sustainability at heart, the beauty store displays used, recycled and recyclable material, and features three types of materials designed to be separable for circular end-of-life recycling.

During November, the Haitang Bay Duty Free Shopping Complex boasts two Valentino Beauty pop-up spaces that have been transformed into a one-of-a-kind immersive experience for visitors.

An indoor pop-up in vibrant shades of red offers immersive rooms decorated with life-size replicas of Valentino Beauty's star products, Go-clutch 2-in-1, Rosso Valentino lipstick and Go-cushion.

The outdoor pop-up includes an introduction to the couture beauty brand's history; a makeup room with around 50 lipstick shades; and a studded fragrance room with the smell of Born in Roma and Voce Viva, inviting travelers to take photos and share the experience online.

Travelers can also benefit from premium and eco-friendly gift wrapping with a tote bag, and enjoy an exclusive VIP makeup consultation.

Tao Zhang, Managing Director of L'Oréal Travel Retail Asia Pacific, said: "Together with CDFG, we are delighted to invite Hainan travelers to celebrate the opening of the first-ever Valentino Beauty store in Hainan. Valentino Beauty offers new emotions and dreams for individuals to celebrate their self-expression every day. The launch of such an inclusive couture beauty brand further elevates our powerful brand portfolio and drives towards our ambition in offering beauty for all travelers."

Youssef Benkirane, General Manager at Valentino Beauty Travel Retail Asia Pacific, added: "The grand celebration event for the launch of Valentino Beauty in Haitang Bay with the presence of top celebrities is a memorable and important milestone for our brand in travel retail China. Beyond the finest products and great retail experiences, the celebration is an invitation to all beauty addicts to discover Valentino Beauty's portfolio, including our 2-1-star product the Go-clutch and iconic Go-cushion. Such success cannot be achieved without our strategic collaboration with CDFG."

Xujiang Gao, Deputy General Manager at China Duty Free Group, said: "On behalf of CDFG, we welcome Valentino Beauty to Sanya International Duty-Free City. The grand opening of Valentino Beauty today is not only another breakthrough in the cooperation between CDFG and L'Oréal Travel Retail Asia Pacific, but also the result of the mutual trust between both parties. We wish Valentino Beauty a successful event and look forward to having more collaborations in the future."