

YSL Beauté pop-up glamorizes sustainability in Haitang Bay



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YSL Beauté has opened an eco-friendly pop-up in Haitang Bay Duty Free Shopping Complex to promote its newly launched skincare line Pure Shots.

The ecologically designed space allows travelers to interact with advanced AI technology for tailor-made beauty routines. The pop-up runs from now until September 30.

The 30 square meter space incorporates sustainable materials, such as FSC-certified wood and recycled glass, and materials are designed to be separable for circular end-of-life recycling purposes. Parts of the fixtures are also designed to be further re-dressed and reused.

The pop-up also introduces the YSL Urban Skin Check, offering travelers a five-minute skin diagnosis and tailored skincare routine recommendations.

Patented ModiFace AI technology uses a skin-scoring model based on over 10,000 images of women around the world. Elevating the digitized interactive experience is a BeautyMatic vending machine that enables visitors to redeem exclusive gifts with an YSL coin.

Sustainable retailtainment

Emily Coleman, General Manager at YSL Beauté Travel Retail Asia Pacific, said: “In collaboration with China Duty Free Group, I am thrilled to launch the YSL Beauté Pure Shots pop-up at Haitang Bay Duty Free Shopping Complex. Not only have we invented the beauty of tomorrow with digital innovations and services, we have also pushed boundaries to catalyze a positive change towards more sustainable retailtainment.”

The newly launched Pure Shots skincare series targets those who live in urban areas with a fast-paced lifestyle and high pressure.

With 10 years of research and development, the new products fuse five natural plant extracts combined with cactus extract to reboot the loss of the skin's energy and to recover the skin's balance.

The pop-up also allows travelers to try YSL makeup and fragrances.