

YSL Beauté celebrates NY in Hainan



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To celebrate the new year, YSL Beauté Travel Retail Asia-Pacific partnered with China Duty Free Group to present an immersive retail experience in Hainan. Designed to provide a full 360-degree experience, the New Year 2023 campaign culminated in a pop-up at CDF Haikou Mova Downtown from January 1 to February 15, with an interactive grand opening event.

Featured throughout the campaign is a new signature star surrounding the YSL Cassandra logo, which was inspired by YSL Haute Couture jewels. Also adorned in shades of red and gold are YSL Beauté's makeup, fragrance and skincare icons, including the new OR ROUGE range. The launch of this distinctly red skincare collection also marks the brand's entry into the ultra-premium skincare market in Hainan, with its Crème Essentielle as the star of the range.

Online and offline PR event

For its grand opening event on January 13, guests were treated to a live performance by celebrity rapper, dancer and singer Wang Ziyi. The event was made available both online and offline with a curated program designed to allow real-time interactions among fans watching the livestream and event guests in attendance. According to a press release, the livestream broke CDFG Mova Mall's Weibo record, amassing 47 million viewers in an hour. Online fans interacted with Wang Ziyi through a real-time Q&A session made visible to offline guests via giant screen projection. All guests and

online fans participated in a fortune-telling game to vote for blessings to share with Wang Ziyi. In addition, every guest received an interactive wristband with changing colors and effects to echo the stage performances. Lastly, two fans in the audience were selected to go on stage for a product demonstration of The Slim and LIBRE with Wang Ziyi.

Wang Ziyi performed two of his hits, “99” and “WOW”, before invited guests were ushered onto the stage for a surprise inauguration ceremony. The YSL star fired up intensely with flashing lights echoed by hundreds of wristbands worn by the audience, while a light projection of shooting stars blazed towards the center of the podium.

The immersive room

Featuring the Yves Saint Laurent Beauté star, the immersive room enables guests to explore using the three modes available. Firstly, the New Year Greeting mode enables customers to download personalized blessings by scanning the QR code. The Dynamic Photocall mode is perfect for social media moments, and the Interactive Game mode invites guests to learn about iconic products and win product samples and red packets while catching “shooting stars”.

A disruptive pop-up experience

The pop-up offers shoppers the chance to come up-close with YSL Beauté’s iconic products across makeup, fragrance and skincare categories, elevating it as a three-axis luxury beauty brand. Guests discovered the collection of New Year gifts, including The Slim Vibing Nudes in new shades featuring an amber pearl finish, as well as the iconic LIBRE Eau De Parfum and the new ultra-premium skincare range, OR ROUGE. In addition, guests could book a one-on-one skincare consultation to experience the OR ROUGE range. The popup also offered trial experience of Rouge Sur Mesure, YSL’s revolutionary made-to-measure lip color creator created by L’Oréal Technology Incubator. With this innovation, customers can create thousands of bespoke lipstick shades with a single touch. Consumers can explore and try on looks in three ways: Shade wheel (choose and try on shades virtually), Shade match (pick up any real-life color through camera), and Shade stylist (get recommended shade to match or contrast your look).

YSL Beauté also offers a collection of gift sets in decadent shades of red and gold, featuring the radiant YSL Beauté star. Guests can personalize their gifts through the YSL UV printing engraving services. They can choose from a variety of different patterns and colors, and it will be printed on iconic products such as the LIBRE Eau De Parfum or the Pure Shots Night Reboot Serum.

“Through our partnership with China Duty Free Group, we start strong in the New Year by creating this engaging and disruptive retail experience for our Hainan customers despite the challenges during the pandemic. Just like Monsieur Yves Saint Laurent’s unending quest for breaking boundaries, we will continue to elevate the shopping experience for our customers through best-in-class retail concepts and services like our exclusive Rouge Sur Mesure and UV Printing, in addition to an extensive range of star products,” says Marin Vialle, General Manager of Makeup Business Unit at L’Oréal Travel Retail Asia-Pacific.