

Lancôme partners with Dubai Duty Free for launch of La Vie Est Belle Iris Absolu



Lancôme's pop-up at Dubai International Airport in Terminal 3

[Lancôme](#) Travel Retail, owned by [L'Oréal Groupe](#), is celebrating the launch of La Vie Est Belle Iris Absolu at [Dubai Duty Free](#) with a pop-up shop in the departures area of Dubai International Airport's Terminal 3, near Gate A. The new fragrance will be promoted at this location until June 13.

According to the company, the fragrance is a reinvention of its signature classic Eau de Parfum. Ten times more concentrated than in the original formula, iris is center stage in the new fragrance. This root, one of the most precious ingredients in perfumery, gives an unprecedented intensity to the composition and lends a shimmering vibration to its sillage.

To accompany this product launch, a new La Vie Est Belle campaign will have a huge presence in Dubai Duty Free and Dubai international Airport. For the first time since the creation of La Vie Est Belle, all of Lancôme's ambassadors have come together in a single campaign. With Julia Roberts as lead ambassador, the unprecedented all-star campaign focuses on a united declaration of happiness. Louis Armstrong's song "What a Wonderful World" has been reinterpreted by Sebastian (Ed Banger Records) exclusively for this launch as a powerful anthem, sung by women, for women around the world. This new omnichannel campaign gets travelers engaged with the product both before and during their trip.

It begins pre-travel when consumers see an impactful pre-trip digital campaign redirecting them to a dedicated landing page where they can plan their travel. There, they have the option of learning more ¹

about the launch and the pop-up experience or are redirected to the Dubai Duty Free website. Then, at the airport, geo-targeting digital advertising is used to drive traffic to the pop-up shop and consumers can be fully immersed in the new campaign thanks to ooh media advertising.



Lancôme's omnichannel campaign at the Dubai International Airport

Once at the Dubai Duty Free pop-up shop, travelers can see the design inspired by iris, the new product's iconic ingredient, which is being highlighted for this launch. If they look carefully, they will see the lyrics of the song engraved in the iris petal on the shop's floor.

The pop-up shop features several "retailtainment" components, including:

- The chance to experience the fragrance of La Vie Est Belle Iris Absolu by drawing a smile on a touch screen
- Ambassador videos: by selecting the video of one of our ambassadors on an iPad, consumers can watch an inspiring speech about the ambassador's vision for her life on the big screen. They can also experience the new all-stars campaign film in an immersive way.
- The "Atelier des Ailes" workshop space, where customers have the option of personalizing their La Vie Est Belle fragrance bottle with a pair of bejeweled organza wings hand-embroidered for Lancôme by Parisian couture embroiderers Maison Lesage. This partnership combines the savoir-faire of the two French firms for a premium customization experience.

"Inspired by a collective vision of happiness, this new fragrance celebrates the power of Lancôme's message and translates its unique vibration into scent," explains Lancôme TREMEAI General Manager Cédric Remeur. "For this campaign, we have created a strong O+O customer journey with differentiated retailtainment and an exclusive partnership with Maison Lesage to showcase both the

luxury profile and the French know-how of the two brands.”

Sharon Beecham, SVP- Purchasing for Dubai Duty Free added, “Engaging with travelers in a creative way both before and during their journey is a great way of building customer awareness and loyalty. We are excited to receive feedback on this launch and think our customers will enjoy the immersive experience.”