

Kiehl's and CDFG celebrate the Year of the Ox

Kiehl Travel Retail Asia Pacific and China Duty Free Group celebrated the Lunar New Year together with the first-ever "Ride Home with Kiehl's" pop-up.



Kiehl's has launched Its First Lunar New Year Pop-up partnered with CDFG

The pop-up, located in the atrium of the Sanya International Duty-Free Shopping Mall, Hainan, was fully decked in motifs of festive reds and yellows, lanterns and iconic New York landmarks by renowned illustrator Weitong Mai.



The pop-up was constructed using more sustainable materials and renewable energy, and favored the use of mono material for the ease of separation for circular end-of-life recycling. Displays will also be reused at its retail stores or point of sales as much as possible, and the plants at the pop-up were replanted back to the nature after the event



Chang Xi He, popular Chinese singer, seamlessly integrated an online and offline beauty journey with the brand's first livestreaming game show

In the "Future Made Better" zone, travelers, upon purchase of the Ultra Facial Cream were able to discover Kiehl's conservation efforts through a QR code, and ultimately had the opportunity to contribute to a tree planting project in collaboration with the PUR Project.



With the aim to plant 100,000 trees in Yunnan, China by 2025, Kiehl's Travel Retail Asia Pacific is committed to plant a tree for every 200 consumer commitments throughout 2021

"We are honoured to partner with China Duty Free Group once again for our first-ever Lunar New Year collaboration in Haitang Bay. The 'Ride Home with Kiehl's' pop-up incorporated an escape room game livestream - a breakthrough concept which truly engaged our digitally savvy travelling consumers. We are also excited to kick-off the 2021 Kiehl's Future Made Better program with PUR Projet at the Future Made Better zone, reinforcing our commitment to pave the way for a better future in 2021 and beyond," says Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific.



Popular Chinese boy band singer Chang Xi He hosted an escape room-style game show via a livestream on Yizhibo. This one-of-a-kind livestream successfully attracted approximately 30 million viewers on the platform

“It’s so exciting to usher in Chinese New Year 2021 with Kiehl’s Travel Retail Asia Pacific at the Sanya International Duty Free Shopping Mall – a landmark first to our ongoing partnership. The ‘Ride Home with Kiehl’s’ Chinese New Year pop-up is innovative, highly-interactive, informative, and educational for our travel retail consumers – and is a fresh and new experience I’m sure all will enjoy as we celebrate the new lunar year together,” says Terry Chua, Vice President, Merchandising Division of China Duty Free Group.