

Kiehl's TR AP x China Duty Free Group celebrate a Future Made Better



With the “Kiehl’s Loves Hainan” pop-up at the Sanya International Duty Free Shopping Mall, the partners welcomed top celebrity and “Kiehl’s Loves” adventurer Turbo Liu

Kiehl’s Travel Retail Asia Pacific is pleased to partner with China Duty Free Group to celebrate a Future Made Better journey with the “Kiehl’s Loves Hainan” pop-up at the Sanya International Duty Free Shopping Mall. Top celebrity and “Kiehl’s Loves” Adventurer, Turbo Liu, and leading Weibo influencer, Zola Zhang, graced the celebration on October 30, with a crowd of excited and enthusiastic fans. During the celebration, Turbo shared his personal Kiehl’s story and Future Made Better initiative commitment to reduce his environmental footprint.

The pop-up features colorful and quirky artwork of sun, sea and sand by Amaël Isnard, French animation director and illustrator, and contributes to a happier and healthier future through its eco-friendly and sustainable Future Made Better zone and collaboration with PUR Projet. With every 10 bookmarks tied to the Future Made Better tree by consumers, the brand promised to plant one tree at PUR Projet’s conversation region. Together, Kiehl’s also pledged to donate 5,000 trees with every purchase of a Kiehl’s product at its “Kiehl’s Loves Hainan” animation from October 10 – October 31.

The pop-up focuses on the use of renewable materials such as FSC certified strawboard and cardboard, which are designed to be easily separable for circular end-of-life recycling purposes.

Travelers will also be able to bring home a “Kiehl’s Loves Hainan” limited edition tote bag and pouch, made with over 95% recycled polyester. Travel retail exclusive limited editions such as Kiehl’s iconic products – namely its Ultra Facial Cream, Calendula Herbal Toner, Clearly Corrective Dark Spot Solution and Avocado Eye Cream are also available for purchase.

“We are honored to be partnering again with China Duty Free Group for our ‘Kiehl’s Loves Hainan’ adventure. We have long held an impassioned commitment to respecting and raising awareness for our environment — from the eco-conscious designed pop-up to our Future Made Better zones across the point of sales in Travel Retail Asia Pacific, which demonstrates our commitment to make retailtainment better in travel retail, and better has no end,” states Petrina Kho, General Manager, Kiehl’s Travel Retail Asia Pacific.

“We are proud to present the 4th Kiehl’s Loves Hainan pop-up in our Haitang Bay Sanya mall. We share and support Kiehl’s environmental consciousness in working together to create and develop innovative and sustainable retailtainment. Looking forward to another success,” adds Terry Chua, VP

of Central Merchandising Division, China Duty Free Group.