

Lancôme and CDFG launch disruptive pop-ups

For Lunar New Year, Lancôme Travel Retail Asia Pacific and China Duty Free Group (CDFG) launched two “takeover” pop-ups which ran throughout January and February in celebration of the New Year. The immersive online and offline takeover was launched in the Sanya EDITION Hotel and the Haikou Riyue Plaza Duty Free Shop with a series of retailtainmentments.



Lancôme Travel Retail Asia Pacific Chinese New Year Pop-up at Haikou Riyue Plaza Duty Free shop

At Lancôme’s “Let’s Reset for a Blooming New Year” pop-up at the Haikou Riyue Plaza Duty Free Shopping Mall, a giant limited edition Advanced Génifique bottle with designs adorned by esteemed Chinese painter and photographer, Sun Jun, invited visitors to discover the brand’s first-ever immersive room. The virtual experience brought travelers to a Chinese Temple Fair, ending with a view of the Paris skyline covered in floating sky lanterns.



With the presence of Lancôme's brand ambassador, Jiang Shuying, the consumer's digital journey was re-invigorated online with livestream sessions hosted on Yizhibo, with an accumulated record-breaking 23 million viewership

The retailtainment eventually directed travelers to the Lancôme e-commerce site, as well as the physical Lancôme stores at China Duty Free Group's Sanya Duty Free Shopping Mall.



The pop-up at the Sanya EDITION Hotel, featured an Advanced Génifique red bottle centerpiece framed in giant three-dimensional roses, adorned with suspending red wishing lanterns depicted with Eiffel Tower calligraphy motif

“We are pleased to unveil the Lancôme Lunar New Year 2021 pop-up in partnership with China Duty Free Group – an exceptional collaboration to bridge travelers’ online and offline beauty experience, bringing the Lancôme spirit to millions of Lancôme fans who may not be able to travel this season. On behalf of the Lancôme Travel Retail Asia Pacific family, we wish all our Lancôme friends and family around the globe a very blessed Lunar New Year 2021,” says Ms. Stevie Wong, General Manager at Lancôme Travel Retail Asia Pacific.



The immersive experience at the pop-up included a rose catching and blessing lantern AR games, activated by QR Codes via travelers' mobile phones

"On behalf of the China Duty Free Group, Happy New Year of the Ox to all our family and friends. Both the "Let's Reset for a Blooming New Year" pop-ups at the Sanya EDITION Hotel and Haikou Riyue Plaza Duty Free Shop are novel showcases of innovation, creativity, digital-thinking and a collaborative partnership. We truly hope that all our consumers have enjoyed this fresh travel retail consumer experience as much as we did," says Terry Chua, Vice President, Merchandising Division of China Duty Free Group.