

L'Oréal successfully debuts its pavilion in Hainan Expo

L'Oréal has announced the successful debut of its pavilion in the first edition of the China International Consumer Product Expo (Hainan Expo). L'Oréal's 500 square-meter space gave visitors access to L'Oréal's portfolio of well-known and popular beauty brands.



Ecology, Hainan's sky and ocean, and the sustainable future of the oceans were the themes visible before visitors even entered the purpose-driven pavilion

Visitors entered through a flight window shade entrance, where they were welcomed to discover 16 iconic beauty brands ranging from luxury products, consumer products and haircare to active cosmetics. Valentino and Urban Decay brands were offered for the very first time in Hainan Travel Retail, while YSL and Armani featured virtual try-on technologies powered by ModiFace.

A feature of the pavilion was the 360° immersive room on Biotherm's artistic collaboration with multi-media artist Coco Capitán.



Visitors

The artistic interactive experience had the goal of raising awareness of the “Blue Lung” — the world’s collective ocean. To further commit to a better future for our oceans, L’Oréal is making a 100,000RMB donation to One Planet Foundation to support efforts in tackling plastic pollution in Hainan.



The pavilion opened with a ribbon cutting ceremony followed by a champagne toasting ceremony, with Laurent Bili, French Ambassador to China; Wang Bingnan, Vice Minister of Commerce of China; Xiao Yingzi, Member of the Standing Committee of the Hainan Provincial Party Committee; Fabrice Megarbane, President of L’Oréal North Asia Zone & Chief Executive Officer and more

“As a ground-breaking approach for displaying global consumer goods, Hainan Expo will contribute to shape a more prosperous Hainan and even the entire national consumption market. With the mission₂

of 'Beauty for All', our participation showcased innovation, sustainability and beauty. During the post-epidemic period, this event is an unprecedented opportunity to promote the concept of 'Good Consumption' and to satisfy consumers' appetites, and stimulating domestic consumption market to create the beauty that moves the world," says Fabrice Megarbane, President, L'Oréal North Asia Zone & Chief Executive Officer, L'Oréal China.

"We have been drumming up for this very special day for quite a while, and this morning, it is overwhelming to see the fantastic response from visitors in the Hainan Expo! We are proud to present such a meaningful journey through the lens of our strong brand portfolio, and we look forward to launching more exciting brands, such as Valentino, very soon to Hainan," says Tao Zhang, Managing Director of L'Oréal Luxe Travel Retail Asia Pacific.