

L'Oréal Travel Retail Asia Pacific and Alipay+ unveil “unprecedented partnership”



L'Oréal Travel Retail Asia Pacific and Alipay+ underline the success of their partnership

L'Oréal Travel Retail Asia Pacific and Alipay+ have joined forces to pioneer a first-of-its-kind collaboration in the travel retail beauty industry.

According to the partners, the collaboration enables a “thorough understanding of consumer insights and purchasing behaviors across regions”.

L'Oréal Travel Retail Asia Pacific is the first beauty company to partner with Alipay+, a partnership that has started since 2020 in Hainan and Macau, and has now expanded to reach over 100 million outbound Chinese travelers in global destinations, starting with great achievements during October Golden Week in Thailand and Dubai.

The advanced digital solutions of Alipay+ technology, partnered with L'Oréal's mega portfolio of brands in both online and offline touchpoints, connects global shoppers to traveler-centric brand experiences. It meets constantly evolving consumer preferences for seamless shopping while travelling, and enriches the traveler experience with personalized beauty needs and offers for them, right at their fingertips.



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 | Alipay+ 



*While stock lasts. Promotion exclusively for Chinese mainland Alipay users.

Lancôme's activation in Dubai engages with Chinese as they travel

“This collaboration between L'Oréal Travel Retail Asia Pacific and Alipay+ is a significant leap forward for the new Trinity between brands, retailers, and platforms,” said Ms. Tao Zhang, Managing Director at L'Oréal Travel Retail Asia Pacific. “In an era where the travel retail landscape is undergoing transformative changes, we seek to captivate modern travelers by offering them a seamless shopping experience empowered by deep insights and digital technology; at the right place, right time.”

Joyce Lui, Chief Marketing Officer at L'Oréal Travel Retail Asia Pacific, commented, “Since the start of the collaboration, we have onboarded more than 10 brands with over 50 activations in just one year, scaling this to reach our global shoppers. For the first time, in-depth insights shared collectively by both parties can enable more precise and enjoyable end-to-end journey for travelers.”

Dr. Cherry Huang, General Manager of Alipay+ Offline Merchant Services, Ant Group, added, “Travelers today have greater expectations in the way they engage brands as they travel the world, particularly in the use of technology to enhance their experience. As we strengthen our partnership with L'Oréal Travel Retail Asia Pacific, not only can we offer immediate benefits of convenient payments and exclusive rewards, we are also looking to the future to further personalize the shopper experience, both online and offline.”

Dorothy Liu, Deputy General Manager of Perfume and Cosmetics Department, Central Merchandising Division at China Duty Free Group, said, “This collaboration between L’Oréal Travel Retail and Alipay makes beauty accessible to all in the realm of duty-free shopping in the cdf Mall, ensuring a synchronized online and offline experience.”

L’Oréal Travel Retail said selected activations powered by Alipay+ with CDFG, Kingpower, and Dubai Duty Free retailers, “represent a significant step forward, in order to scale internationally to global shoppers, recruiting them into the world of beauty for all travelers”. The activations include a joint event between Biotherm & Alipay in Hainan, China; SkinCeuticals O+O communication in key airport locations; in Bangkok, Thailand, LOréal Paris, first Trinity collaboration with Kingpower & Alipay+ and Lancôme's seamless activation in Dubai that deeply engages with Chinese as they travel.