

L'Oréal travel retail takes part in first Hainan Expo

Emmanuel Goulin, Managing Director at L'Oréal Travel Retail Asia Pacific, says it was important to participate in the first Hainan Expo. "The first edition of the Hainan Expo underlies the important message in building Hainan into an International Tourism and Consumption Center; L'Oréal's participation demonstrates our commitment to further develop business in this strategic region and offer exclusive beauty experiences to travelers," he says. "With our 10 years of experience in Hainan, the plan is to further expand our brand portfolio in this strategic region; for example, Valentino beauty will be showcased at the expo and launched soon in Hainan."



Emmanuel Goulin Managing Director at L'Oréal Travel Retail Asia Pacific, expresses the importance of L'Oréal's presence at the Hainan Expo

Innovative tech

Clear to all who attended the L'Oréal pavilion, tech-fueled and innovative are key words for the company's future. "We have reimagined the future of beauty in travel retail through the lens of our iconic brands," says Goulin. "The pavilion was ecologically designed and constructed, and showcases digitalized innovations and services, such as make-up virtual try-on and a 360 immersive room."

The company's tech focus is evident in the digital connection between the exhibition space and visitors. "YSL and Armani will be showcasing its makeup virtual try-on technologies powered by ModiFace, where they will be able to realistically create and compare a beauty look with several products, and digital purchase is available via a scan of QR Code, seamlessly directing visitors to the China Duty Free Group's online pre-order platform," says Goulin.

Caring for the world

Sustainability is fundamental to the future of L'Oréal. "With our size in travel retail, I am convinced that everything we do can have a meaningful impact," says Goulin. "Putting eco-friendly design at the heart of our business model, the architectural structure of the pavilion is built with FSC-certified wood, recycled metal and water-based paint. The exterior of the pavilion uses thread and LED light to mimic the beautiful sky and ocean of Hainan. We reused fixtures from previous events in Hainan and rented displays such as the plants at the exit. Last and most importantly, we will reuse as many fixtures as possible after the expo, and the pavilion is designed to be separable for end-of-life recycling."



Biotherm partnered with One Planet Foundation to tackle marine litter on Hainan's Wuzhizhou Island

Nowhere is the concept of sustainability more important than when it comes to the world's oceans, and this is a particular focus for L'Oréal. "We will be featuring a 360° Biotherm x Coco Capitán immersive room to provide a purposeful journey for visitors to raise awareness of how climate change is affecting the Blue Lung – our world's oceans. Visitors will get to learn about Biotherm's longstanding sustainability commitment and engage with each commitment through an interactive screen," says Goulin.