

Maison Margiela teams up with China Duty Free Group in airport-themed pop-up



Maison Margiela Fragrances feature in an airport-themed pop-up at CDFG Sanya Duty Free

L'Oréal Travel Retail Asia Pacific's Maison Margiela Fragrances has partnered with China Duty Free Group (CDFG) in a summer pop-up at the Sanya International Duty Free Shopping Complex in Haitang Bay.

The immersive experience - from June 1 until June 28 - was designed to evoke a chic airport lounge, inviting visitors to explore the world of Maison Margiela Fragrances, discover their signature scent and foster a deeper connection between scent and memory.

The pop-up highlighted the Replica collection, with fragrances, bath and body products, and captivating home scents, including bestsellers Lazy Sunday Morning Eau de Toilette and From The Garden.



Customers could check in at a digital kiosk within the pop-up and personalize a Replica boarding pass

Maison Margiela Fragrances reaffirmed its commitment to innovation by extending this interactive element to Block A of CDFG Sanya Duty Free.

A Maison Margiela Fragrances departure flipboard showcased the main destinations that inspired its Replica fragrances. The visitors could interact with the display, adding their names to discover their own scent journey.

The pop-up echoed Maison Margiela's color and design codes, from all-white to luggage installations showcasing the Maison's signature Bianchetto treatment. As an added indulgence, the pop-up also featured a dedicated café corner where visitors could enjoy a curated selection of complimentary coffees.

Molly Li, L'Oréal Travel Retail Asia Pacific General Manager, shared her enthusiasm for the partnership with CDFG and the launch of the immersive airport-themed pop-up. "We are honored to partner with CDFG again in 2024 in bringing our immersive airport-themed pop-up to life," she said. "This pop-up exemplifies L'Oréal Group's leadership in conquering the fragrance category, and our commitment to bring innovative consumer engagement for travelers and fragrance enthusiast alike."

Building on successful collaborations over the past three years, Maison Margiela Fragrances' partnership with CDFG offered Sanya travelers "an unforgettable retail experience".