

Christian Louboutin conjures up a new counter in Hainan



The Christian Louboutin counter, located on the second floor of CDF Mall, offers the brand's full beauty product range

Puig has celebrated the launch of a Christian Louboutin fragrance counter at Sanya International Duty Free Shopping Complex in Haitang Bay with an event held in partnership with China Duty Free Group (CDFG) on December 10.

Taking place in the main atrium, the event brought to life the magic and enchantment themes that are central to Christian Louboutin's creative process. The main stage was decorated in Christian Louboutin's signature red and featured eye-catching design elements such as a Vespa, hot air balloon and a fragrance discovery bar.

The showcase included a customized magic performance, which incorporated Christian Louboutin products and interaction with Christian Louboutin Fragrance Ambassador Fan Cheng Cheng.

To complete the experience, consumers were invited on stage at the end of the event to discover the Loubiworld fragrance collection and take photos with the striking elements.

Senior executives from Puig and CDFG attended as well as several KOLs who covered the event on their social media channels. The event was also livestreamed on CDFG's WeChat and Weibo channels, generating in excess of 3.5 million views.

The Christian Louboutin counter, located on the second floor of CDF Mall, offers the brand's full array of beauty products.

Grace Wang, China Duty Free Group General Manager of Perfume & Cosmetics, Central Merchandising Division, said: "We are delighted to strengthen our niche beauty offer at Haitang Bay with the launch of renowned luxury brand Christian Louboutin. The partnership exemplifies our commitment to bringing exceptional beauty experiences to consumers in Hainan and we look forward to further collaborations with Puig in Hainan and beyond."

Ryan Lee, Puig General Manager Travel Retail Asia Pacific, said: "We are honored to have Christian Louboutin join the curated selection of beauty brands here at Sanya International Duty Free Shopping Complex - one of the world's most iconic duty free shopping destinations. I would like to extend my thanks to our strategic partner China Duty Free Group, for their support in bringing the magic of Christian Louboutin to consumers in Hainan and I look forward to seeing our partnership flourish."