

Heinemann launches Sol de Janeiro pop-up at KLIA



Sol de Janeiro partners with Heinemann Duty Free Malaysia to make a standout presence at KLIA

Heinemann Duty Free Malaysia has launched popular American beauty brand Sol de Janeiro, which is inspired by Brazilian culture, into Southeast Asia travel retail through a pop-up activation at Kuala Lumpur International Airport Terminal 2.

The pop-up space, in the terminal's international departures area for maximum passenger visibility, features bestselling products such as the Brazilian Bum Cream and Cheirosa 62 Perfume Mist.

The award-winning Brazilian Bum Cream is known to quickly absorb to create a visibly tighter, more radiant appearance of the skin. Cheirosa 62 Perfume Mist, a hair and body perfume spray, is another of Sol de Janeiro's bestsellers, and emphasizes treating and celebrating every inch of your body.



"Joyful, Brazilian-inspired beauty": Introducing Sol de Janeiro at KLIA Terminal 2

The activation will include an interactive 'Wishing Wall' where customers are encouraged to make a wish, take a photo in front of the wishing wall and share the photo on social media. Upon uploading to social media, participants can redeem samples and wishing bracelets as gifts.

Ranjith Menon, Heinemann Asia Pacific Purchasing Director for Liquor, Tobacco, Confectionery and Beauty, commented, "We are thrilled to announce our collaboration with Sol de Janeiro for a captivating pop-up experience. This partnership reflects our commitment to creating unforgettable experiences with great brands. It's an exciting milestone to bring Sol de Janeiro to Southeast Asia travel retail after a successful Asia Pacific launch in Sydney Airport last year. We are excited to see travelers interact with the pop-up, embrace their uniqueness and become a part of Sol de Janeiro."

Marion Amirouche, Sol de Janeiro Global Travel Retail Brand Manager, added, "We extend our heartfelt gratitude to Heinemann Duty Free Malaysia for its first-ever Sol de Janeiro travel retail counter in Southeast Asia in Kuala Lumpur. Heinemann has always provided us with its unwavering support in building a strong foundation for Sol de Janeiro in Asia Pacific and global travel retail. We encourage travelers to indulge themselves in Sol de Janeiro products and to be the most authentic version of themselves."

The pop-up store opened in January and will run until the end of March 2024.