

Helena Rubinstein TR APAC & DFS Group unveil VIP event



Helena Rubinstein Travel Retail Asia Pacific collaborated with DFS Group to launch an ultra-premium VIP event in Macau SAR - The Black Bandage Discovery



Helena Rubinstein Travel Retail Asia Pacific was pleased to collaborate with DFS Group to launch an ultra-premium VIP event in Macau SAR - The Black Bandage Discovery. With exclusive invitations sent to approximately 100 VIPs from DFS, the event re-imagined a traveler's beauty journey through premium, personalized and digitized services. The event ran from April 3 - 5 at the DFS Prestige Lounge located in T Galleria by DFS, Macau, Shoppes at Four Seasons Hotel.

The exclusive Black Bandage Discovery environment offered a range of exceptional and personalized experiences for travelers in Macau SAR. Greeted by personal butlers, guests immersed themselves at the Laclinic Laboratory to discover the 4 Re-PLASTY signature prescriptions targeted to address four different skin concerns.



Encouraged to indulge their senses, guests were treated to personalized premium services and treatments featuring an interactive greeting, a luxurious pampering, a skincare consultation and an Aroma DIY Workshop



Personalized premium services included a 20-minute DIY scent diffuser class and a 10-minute signature hand massage, followed by the serving of canapés and drinks after the pampering treatment. At the end of the journey, guests received a candle engraved their name.

Re-imagining the future of beauty with digital service, guests received an in-depth skin consultation with Helena Rubinstein's renowned skin biometric analyzer™, developed with 80,000 skin profiles combined with twelve years of research and development.

The skin diagnosis provided VIPs with predictive analysis and personalized night-time skincare recommendations. This exclusive experience was seamlessly brought online to a special event site for VIPs to purchase the iconic Re-PLASTY Age Recovery Night Cream.

"We are extremely pleased to collaborate with DFS Group to unveil The Black Bandage Discovery in Macau SAR. Our iconic Re-PLASTY Age Recovery Night Cream has been very well-received by Chinese consumers, coupled with today's exclusive event led by ultra-premium and digitalized services – the success of this event has seen the recruitment of new premium customers, marking an important and exciting episode in the history books of Helena Rubinstein Travel Retail Asia Pacific," says Petrina Kho, General Manager, Helena Rubinstein Travel Retail Asia Pacific.

"We are pleased to partner with Helena Rubinstein Travel Retail on this prestigious event that was specially created for our VIP customers in Macau SAR. As one of the fastest growing top-tier skincare brands in China, we are excited for our customers to explore Helena Rubinstein through the personalized format of The Black Bandage Discovery, which is sure to delight and impress even the most discerning of beauty lovers.

We look forward to bringing our customers even more unique and exclusive activations to provide them with the ultimate shopping experience," adds Christophe Marque, Executive Vice President Global Marketing and Beauty Merchandising, DFS Group.

Co-developed with LACLINIC-MONTREUX, Helena Rubinstein laboratories launched a pioneering bandage-like solution, Re-PLASTY age recovery night cream in 2008. Fondly known as The Black Bandage, the formula is a testament to clinical and scientific expertise that encapsulates the spirit of Helena Rubinstein – putting the effectiveness of science and aesthetic treatment at the service of beauty.