

# La Prairie unveils first travel retail NFT project



La Prairie's Encounter of Light and Water Exhibition at Sanya International Duty Free Shopping Complex in Haitang Bay, Hainan offers a digital retailtainment experience to travelers, following their entire journey

To celebrate the launch of La Prairie's new White Caviar Illuminating Essence, the Swiss beauty brand has unveiled an exhibition at Sanya International Duty Free Shopping Complex in Haitang Bay, Hainan, running from April through to the end of May 2022.

The Encounter of Light and Water Exhibition offers a digital retailtainment experience to travelers, following their entire journey from pre-trip to Hainan and beyond. It also gives clients the opportunity to receive a digital collectible NFT (non-fungible token) as a gwp.

La Prairie commissioned global creative agency CircleSquare to conceptualize and implement the online and offline experience throughout the customer journey, from pre-trip – a microsite linked to online advertisements targeting the brand's potential and existing customers; in-trip – a web-based application aimed to incentivize and guide visitors through the physical activation; to post-trip – communication to follow up on their purchase.

As a part of La Prairie's environmentally conscious initiative, the brand also partnered with Climeworks, a Swiss environmental organization, for a carbon offset program.

Additionally, in a premiere in travel retail, a series of limited NFTs is offered to Hainan customers.



## La Prairie's new White Caviar Illuminating Essence

The activation centers on the concept of light and water and consists of five customer touchpoints.

At the start of the exhibition, brand ambassadors invite visitors to immerse themselves into the world of La Prairie. With the touch of a finger, they can send their blessings for the planet throughout an immersive augmented reality (AR) experience and share it with their loved ones on social media platforms.

Visitors are then welcomed by a dance performance curated by Taiwanese dancer, new media artist and choreographer Wen-Chi Su. In line with the concept of nature conservation displayed in the performance, La Prairie collaborated with Climeworks, a leader in direct air capture, through their shared vision to empower everyone to contribute to help the planet, the Swiss brand said.

Through the partnership, customers on site are eligible to participate in Climework's carbon neutralization program, allowing them to minimize the amount of carbon dioxide emitted to produce La Prairie's White Caviar Illuminating Essence. Participants are presented with an e-certificate for their personal carbon emission offsetting.

As a first in travel retail, La Prairie also offers clients the opportunity to receive a digital collectible NFT as a gwp, derived from a limited series of dynamic artworks inspired by Wen-Chi Su.

La Prairie is the first luxury brand and the first skincare brand to launch its NFT series on the WenChang Chain, one of the first open blockchain platforms launched on Blockchain-based Service Network (BSN), an ecosystem fully compliant with all Chinese regulations linked to digital collectibles.

Stephane Zermatten, Partner at CircleSquare, said: "We are thrilled to lead the way with La Prairie, and to launch its first NFT activation. Whilst very much linked to the brand identity and the launch of

the White Caviar Illuminating Essence, the digital collectibles dropped in Hainan are only the first step in a long-term engagement roadmap for La Prairie's customers.

"NFTs indeed have the potential to revolutionize how brands manage customer engagement across the entire customer journey, especially for travel retail, helping bridge the gap with post-trip, local market loyalty," Zermatten added.