

“Live It Up With Kiehl’s” campaign celebrates CNY in Hainan



Travelers visiting the Sanya International Duty Free Shopping Complex are welcomed by the giant tiger named “Mojo”, created by New York-based illustrator Mojo Wang

China Duty Free Group and Kiehl’s Travel Retail Asia Pacific are celebrating the Lunar New Year with “Live it up with Kiehl’s” pop-ups at Sanya International Duty-Free Shopping Complex and Haikou’s Duty Free Mova Mall during the months of January and February, culminating on January 19 with a livestream featuring celebrity Leon Zhang.

A giant tiger “Mojo,” created by New York-based illustrator Mojo Wang, welcomes travelers, who will be drawn in by festive hues of red to celebrate the Year of the Tiger through a series of highly interactive retailtainmentments.

The pop-ups feature a Kiehl’s animated photo booth, allowing visitors to create photo mementos. Games such as Whac-A-Mole and a claw machine allow travelers to win prizes and samples. Also highlighted is the brand’s Beauty Tech instant skin reader, a smartphone-assessable program developed with dermatologists for a personalized skin diagnosis.

Finally, the Kiehl’s “Future Made Better” electronic wishing tree helps visitors discover about the brand’s commitment to a healthier planet by reducing environmental footprint. Visitors can share their Future Made Better wishes through scanning of a QR code.



Leon Zhang (张亮) and an avatar Mojo made a special appearance at the pop-up with the journey livestreamed on Weibo, Douyin and WeChat platform under CDFG official account on January 19. The livestream session generated over 18M views

“We’re delighted to have collaborated once again with China Duty Free Group for another successful event. The ‘Live It Up With Kiehl’s’ Lunar New Year pop-ups married online and offline retail experiences, skincare expertise and education, together with the brand’s commitment to sustainability. We are pleased to have brought together Hainan travelers both physically and virtually – a harmonious cohesiveness and reunion that perfectly captures what Lunar New Year is all about. On behalf of Kiehl’s Travel Retail Asia Pacific, we wish all our Kiehl’s friends and family a joyous, peaceful, and safe Lunar New Year,” says Fion Ng, General Manager of Skincare Business Unit, L’Oréal Travel Retail Asia Pacific.

“We are honored to collaborate with our esteemed partner Kiehl’s Travel Retail Asia Pacific once again, ushering in a brand-new year with a spectacular display of innovation and creativity. The experience of our travelers continues to lie at the heart of all we do, and we are constantly pushing the envelope to treat our guests to the most innovative and exhilarating adventures. As we enter the Lunar New Year, China Duty Free Group wishes all our partners, travelers, and visitors health, joy, and harmony,” says Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division at China Duty Free Group.