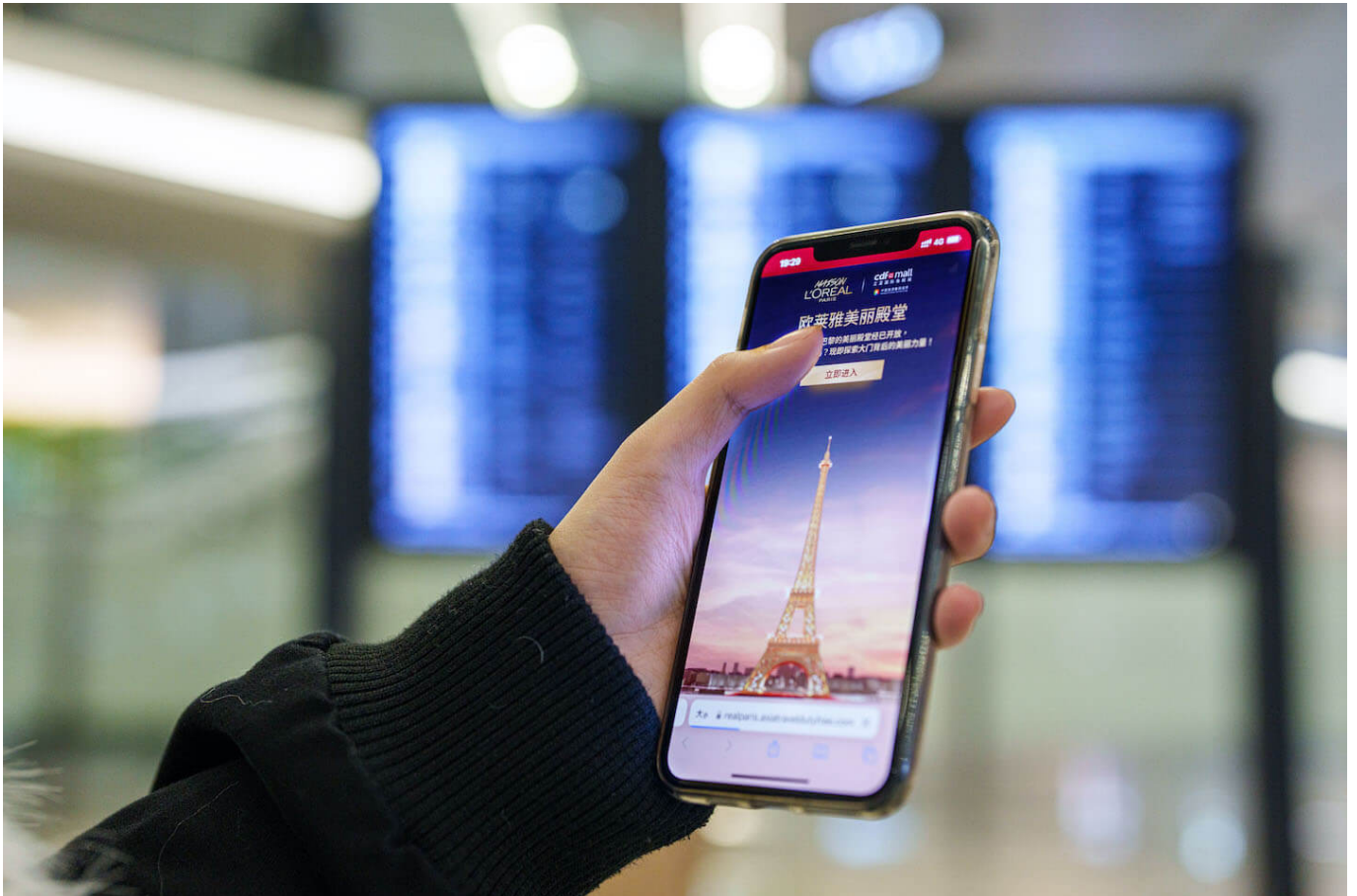


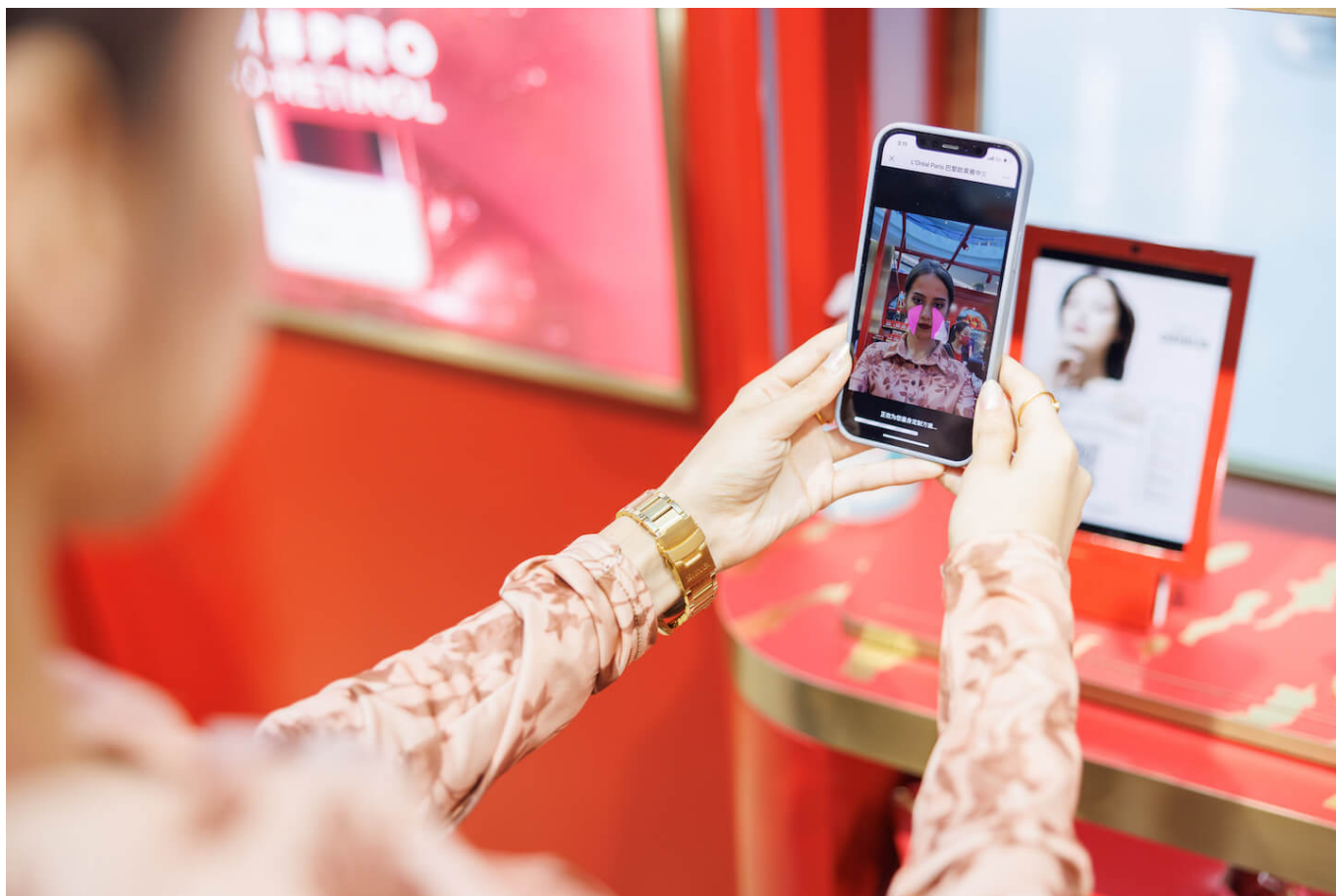
# L'Oréal Paris & CDFG welcome Year of the Tiger with O+O takeover

L'Oréal Paris and China Duty Free Group (CDFG) have partnered to usher in the Lunar New Year together in Hainan, unveiling a “digital first” L'Oréal Maison pop-up in Hainan, celebrating the Year of the Tiger.



Through various online touchpoints, Hainan travelers will be invited to a captivating L'Oréal Paris virtual shopping experience

The pop-up features the newly launched Revitalift Filler HA Serum. The fully integrated online and offline (O+O) takeover, which runs from runs from January 1 until February 28, offers engaging retailtainments and seamless integration.



The virtual first floor brings visitors to AI tool Skin Genius

On the first floor of the virtual pop-up visitors can have a virtual skin consultation with skin diagnostics AI tool Skin Genius. Up one virtual floor is a lab, where one can explore the science behind L'Oréal Paris' iconic products, Revitalift Filler HA Serum, Youth Code, Filler Eye Cream for Face, Revitalift Classic and Age Perfect Cell Renew. To complete the visit, guests are able to purchase their desired L'Oréal Paris products at the CDFG e-shop.



The L'Oréal Paris Maison pop-up exists digitally plus at this location within the Sanya International Duty-Free Shopping Complex

As part of a truly multiverse experience, the L'Oréal Paris Maison pop-up exists in this dimension at the Sanya International Duty-Free Shopping Complex decked out in celebratory hues of red and gold, and visuals of roaring tigers. Visitors will be greeted by butlers and then invited to the exclusive launch of the Revitalift Filler HA Serum in Hainan Travel Retail. Some shoppers will receive a limited-edition L'Oréal Paris Lunar New Year souvenir after receiving personalized skincare routine recommendation powered by Skin Genius.



Top Chinese influencer 柳柳Chichi held a livestream session on January 13 with CDGF on weibo, relaying her New Year's wishes to her fans and travelers and sharing her favourite L'Oréal Paris products

"We are pleased to unveil the L'Oréal Paris Maison pop-up to celebrate the Year of the Tiger in collaboration with China Duty Free Group. The digitally powered consumer experience is another important milestone for our brand as we continue to reinvent the consumer experience. We are thrilled with the reception and look forward to presenting more exciting adventures for digital savvy travelers across Asia Pacific in the near future," says Arnaud Darde, General Manager of L'Oréal Paris Travel Retail Asia Pacific.

"It is with great pleasure to collaborate with L'Oréal Paris Travel Retail to create a unique online and offline shopping experience for our travelers in the lead-up to the Lunar New Year celebrations. With L'Oréal Paris' commitment to beauty and technology, we hope that this pop-up will deliver a memorable brand experience for our travelers during this festive season at Sanya International Duty Free Shopping Complex," says Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division at China Duty Free Group.