

Qatar Duty Free x L'Oréal TREMEAI launch Lancôme Pop-Up store to celebrate Chinese New Year



The launch of the pop-up featured a red and gold color scheme, traditional lanterns & décor and a performance by Chinese lion dancers

In partnership with Qatar National Tourism Council (QNTC) and Qatar Airways, Qatar Duty Free (QDF) and L'Oréal Travel Retail Europe Middle East Africa India (TREMEAI) officially launched its Lancôme Pop-Up store at a Chinese New Year-themed opening ceremony. The event was held this week at the award-winning Hamad International Airport (HIA) under the banner of the fourth edition of the Shop Qatar festival.

This year, a weeklong celebration of Chinese New Year will take place during the penultimate week of the festival and, to mark this, the official launch event of the Lancôme Pop-Up featured a red and gold color scheme, traditional lanterns & décor and a performance by Chinese lion dancers.

His Excellency Mr. Zhou Jian, Chinese Ambassador to the State of Qatar, was the guest of honor at the opening ceremony, which was hosted by Qatar Airways Group Chief Executive and Secretary General of QNTC, His Excellency Mr. Akbar Al Baker; HIA Chief Operating Officer, Engr. Badr Mohammed Al Meer; and Qatar Duty Free Vice President Operations, Mr. Thabet Musleh. L'Oréal Travel Retail Middle East India General Manager, Mr. Sebastien Colon, was also in attendance.

H.E. Mr. Akbar Al Baker, comments: "We decided to combine the opening of our new, exclusive Lancôme Pop-Up at Hamad International Airport with Shop Qatar's Chinese New Year celebrations to

demonstrate our commitment to welcoming even more passengers from China to Qatar this year. Qatar has a huge amount to offer to passengers from around the world and our growing duty free retail offer at the airport is not to be missed.”

Mr. Gianguido Bianco, General Manager, L’Oréal TREMEAI, adds: “We are very happy and proud to launch our unique pop-up for Lancôme, the number one luxury beauty brand worldwide, in Doha during Chinese New Year, exclusively developed for Qatar Duty Free.

L’Oréal Travel Retail partnered with Qatar Duty Free to create this immersive and disruptive brand experience, which showcases all axes – to cater to all passengers – in line with our spirit of beauty for all travelers. Lancôme has created this engaging and interactive experience where the traveler can experience a magical journey with multiple animations, in particular, sending personalized wishes on a digital screen.

Together with this unique experiential podium, we are leveraging fully the power of digital media to have a complete offline and online experience, to maximize the drive-to-store effect within Hamad International Airport.”

Located at the heart of HIA, the pop-up features the iconic Lancôme “O” and will offer the popular Advanced Genefique Serum in a limited edition red bottle. The anti-aging serum accelerates skin recovery for stronger, younger-looking skin

As part of Shop Qatar’s Chinese New Year celebrations, QDF is also offering a 20% discount on select purchases of USD\$200 and more. Additionally, shoppers will receive invitations offering a free flash makeup session and exclusive gifts.