

Shiseido TR unveils Clé de Peau Beauté animation space in Haitang Bay



Developed in collaboration with CDFG, the travel retail exclusive concept draws inspiration from the enchanting aurora and invites passengers on an experiential journey to unlock the secret of radiance

Shiseido Travel Retail has released Be the Secret of Radiance, the first-ever animation for Clé de Peau Beauté in Haitang Bay. It's here that the prestigious beauty brand is captivating travelers at China Duty Free Group's (CDFG) Sanya International Duty Free Complex throughout this month.

Developed in collaboration with CDFG, the travel retail exclusive concept draws inspiration from the enchanting aurora and invites passengers on an experiential journey to unlock the secret of radiance via interactive storytelling. Bringing digital innovation to the forefront, the animation features several key highlights including the brand's first Smart Radiance Mirror in travel retail Asia, Aurora Room, immersing visitors in an "otherworldly environment" beneath the northern lights and Product Discovery Zone, allowing consumers to explore and learn more about Clé de Peau Beauté's iconic Le Sérum and Key Radiance Care range.

BE THE SECRET OF RADIANCE



Bringing digital innovation and experiential marketing to the forefront, the animation space features a number of key highlights offering consumers the opportunity to explore Clé de Peau Beauté's iconic range

BE THE SECRET OF RADIANCE



clé de peau
BEAUTÉ

To come: a full report of the animation space, described as a landmark of the brand.