

# SK-II launches first “social retail” pop-up store in Hainan

SK-II has created its first ever “social retail” pop-up store, in the Haitang Bay Duty Free Shopping Centre in Hainan, China.

In this new pop-up store, inspired by SK-II’s brand purpose #ChangeDestiny, and “VS,” the new six-part animated anthology series by SK-II STUDIO, dedicated to tackling social pressures that women face, augmented reality and gamified skincare experiences come together with a big purpose.



SK-II has launched its first “social retail” pop-up store in Hainan, dedicated to tackling pressures women face, in a fun way

This social retail pop-up immerses visitors in an animated anthology series. Through a WeChat Mini Program, visitors will be able to watch the ‘VS’ films and participate in a larger-than-life augmented reality experience — battling an underwater “kaiju” alongside their favorite Olympic athlete, Liu Xiang — as they wait in line.



While customers wait in line, they can battle an underwater “kaiju” alongside their favorite Olympic athlete, Liu Xiang

Once they’ve entered the store, visitors will be able to get a personalized AI-enabled skin analysis and recommendations from the SK-II Mini Magic Scan. No direct facial contact is needed as it can detect fluctuation of skin at pixel level and assess the stability of skin.



The new SK-II Mini Magic Scan allows for AI-enabled skin analysis with no direct facial contact

SK-II will also be launching its exclusively designed Special Edition Collectible Pins at this store. The limited-edition pins will be complimentary for every visitor.

The SK-II “Social Retail” pop-up store is part of the brand’s mission to connect with a new generation of consumers yearning for more meaningful experiences.

SK-II has launched several Future X Smart Stores in retail and travel retail environments around the world, exploring technology in real-world retail formats. SK-II would like to provide a safe, unthreatening space for the offline retail consumer to browse, shop and learn at her own pace through creating engaging “phygital” skincare experiences.