

Urban Decay hosts California beach party in Hainan



Urban Decay's California beach party featured the brand's newly launched Naked Cyber Palette

L'Oréal Travel Retail Asia Pacific has celebrated the launch of the California-based makeup brand Urban Decay in Hainan, China.

More than 200 top influencers, makeup artists and fashionistas joined its first-ever California-inspired beauty party at the Skybar of 1 Hotel, Sanya.

Guests discovered the newly launched Naked Cyber Palette through an immersive and digitalized journey.

Exuding Urban Decay's DNA of being different, the 800 square meter sky bar transported travelers from Hainan to the nightlife on the US West Coast.

The event featured different California-inspired zones, such as a Venice Beach skate park, an ocean view bar surrounded by palm trees, a drive-in movie theater, and the LA angel wings backdrop.

Over 200 beauty lovers joined to discover Urban Decay's signature products: the Naked and Cyber Eyeshadow Palettes, All Nighter Setting Spray and Vice lipsticks.

Guests created their own augmented reality avatar with shades from the Naked Cyber Palettes and elevated their look by professional makeup artists at makeup stations decked with playful giant Naked Palettes.

Youssef Benkirane, General Manager of Makeup Business Unit at L'Oréal Travel Retail Asia Pacific, said: "The launch of Urban Decay in Hainan, a California-based, trendy, high-pigment makeup brand, is an important milestone for our brand development in travel retail Asia Pacific. We were very pleased to have over 200 beauty influencers and makeup addicts express their individuality through our iconic makeup products in such an immersive setting and experience."

Urban Decay is available at Hainan Tourism Downtown Duty Free Shopping Complex and Global Premium Duty Free (GDF) Plaza, in collaboration with Lagardère Travel Retail China and Dufry.