

Lancôme and Dufry open flagship store in GRU



Shoppers can try the Virtual Try-On tool to safely test Lancôme's full range of beauty products

Lancôme Travel Retail Americas has announced a partnership with Dufry in the international departures area of Terminal 3 of São Paulo International Airport (GRU Airport). The store 43-square-meter store opened on January 31st, 2021.

This new flagship store, which features large eye-catching screens, offers a personalized, unique, and immersive retail experience. As customer behavior and expectations have evolved during this pandemic, Lancôme offers in-store beauty-tech innovations for a more flexible, digitalized and personalized alternative to testing experience. For example, the Virtual Try-On tool powered by AI algorithms enables customers to safely test Lancôme's full range of makeup products.



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Travelers will have the opportunity for a bespoke gifting experience; the store offers a wrapping service and an engraving station for selected products.

Shoppers will also discover novelties and exclusive offers such as travel retail sets, which are showcased throughout the store. Fragrance and skincare best sellers available include La Vie Est Belle and Advanced Génifique. These are spotlighted on “iconization” tables. Various make-up pillars such as Hypnôse Mascara, Teint Idole Ultra and l’Absolue Rouge are displayed on tech-powered sharing tables.



The new flagship store embraces the values of the brand, while entertaining shoppers with large eye-catching screens

This new Lancôme flagship embraces the values of the brand – joy, happiness, and generosity. Within this store, the brand is able to build unique relationships with travelers by offering premium, exciting, interactive, and immersive experiences through Beauty Tech innovations, digital services, and in-store personalized “retailtainment.”