

## Kiehl's Loves Hainan pop-up opens to great fanfare in Sanya

By **Elena Owyong** in **Sanya** on September, 24 2019 | Fragrances, Cosmetics, Skincare & Haircare



From left to right: Chinese television sweetheart Cecilia Boey, Su Yi, Vice General Manager of Sanya International Duty Free Shopping Complex, Terry Chua, Director of Perfume and Cosmetics at China Duty Free Group, Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific, Gao Xu Jian, General Manager of Sanya International Duty Free Shopping Complex and Chinese boy group sensation Wang Zi Yi cutting the ribbon to mark the celebrations for the pop-up

Kiehl's has kicked off the second leg of its successful "Kiehl's Loves" global campaign with the "Kiehl's Loves Hainan" pop-up at Sanya's International Duty Free Shopping Complex.

Asia Duty Free Magazine was on location to cover the event which started off with a welcome party for Key Opinion Leaders (KOLs) and the media on September 19. At the party, guests enjoyed an exciting breakdance performance, pop song performances, a temporary tattoo bar and Instagram-worthy set-ups and photo backdrops.

On September 20, Kiehl's officially launched the "Kiehl's Loves Hainan" pop-up. The pop-up incorporates the lively and quirky designs of renowned Italian visual artist Simone Massoni to highlight the essence of tropical paradise Sanya.

Visitors entering the immersive pop-up will be greeted by a Harley Davison Softail model motorbike which pays homage to the brand's founder father Aaron Morse who owned a collection of Harleys, Indians and stunt planes.

Next to the motorbike is a huge Calendula Toner bottle housing the CalenduLAB – an interactive digital tunnel which allows visitors to find out more about Kiehl's products by clicking the calendula's petals on the digital display. At the same time, visitors can purchase products by scanning a QR code on the digital display screen, driving offline-to-online conversions.



Visitors can buy Kiehl's products by scanning a QR code on the digital display screen in the CalenduLAB



Chinese celebrities Cecilia Boey and Wang Zi Yi attracted hordes of fans with their appearance. During the event, they tested Kiehl's popular Calendula range of products on stage with fans and shared their skincare tips

At the event, Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific also announced Kiehl's collaboration with PUR Projet, an organization that helps companies in regenerating ecosystems they depend on.

As part of the collaboration, Kiehl's will donate US\$1 in an agroforestry programme in Asia with every purchase of the Ultra Facial Cream (125 ml) from now till October 31 2019 to mitigate the impact of climate change due to carbon created during travel. To further underscore Kiehl's commitment to sustainability, stools made of Forest Stewardship Council (FSC) certified materials were used at the event so that guests can bring them home to re-use.



Special offerings such as the "Kiehl's Loves Hainan" Hydration Essentials Travel Retail exclusive set are available for purchase at the pop-up. The exclusive set contains three of Kiehl's best-selling products - the Calendula Herbal Extract Alcohol-free Toner, Ultra Facial Cream and Creamy Eye Treatment with Avocado

Commenting on the pop-up, Kho said: "Thanks to our strong partnership with King Power International and China Duty Free Group, the Bangkok and Hainan stops of the 'Kiehl's Love' campaign put travelers' shopping experiences to a whole new level. I am also extremely proud of our collaboration with PUR Projet; it is a perfect demonstration of our commitment to put sense into performance. I look forward to surprise travelers with our finale in Seoul."



(From left to right) Grace Wang, Deputy Director of Perfume and Cosmetics, China Duty Free Group, Terry Chua, Petrina Kho, Asia Correspondent Elena Owyong and Salina Kwok, Merchandising Director of Fashion & Luxury and Executive Merchandising Director of Perfume & Cosmetics, China Duty Free-Sunrise Duty Free

The Kiehl's Loves Hainan pop-up will run from now till September 29. The final leg of the campaign will be held in Seoul on October 18.

The first leg of the campaign, the "Kiehl's Loves Bangkok" pop-up, runs from September 1 - 30 at the King Power Srivaree Complex Downtown 2. The pop-up coincides with the 30<sup>th</sup> anniversary of King Power.