

# Lancôme takes travelers on a journey to radiance with DFS in first global partnership

By **Hibah Noor** on October, 26 2018 | Fragrances, Cosmetics, Skincare & Haircare



Lancôme Travel Retail Asia Pacific and DFS Global Representatives at the opening of the “Advanced Génifique, Your Journey to Radiance” pop-up store in T Galleria Beauty by DFS, Causeway Bay, Hong Kong. (L-R): Ms. Tiffany Lam, Director, Marketing & Customer Experience, Hysan Development Company Limited, Ms. Kitty Choy, Director, Retail, Hysan Development Company Limited, Ms. Prudence Kan, Area Manager, Lancôme Travel Retail Asia Pacific, Ms. Tao Zhang, General Manager, Lancôme Travel Retail Asia Pacific, Ms. Ariel Gentzbourger, Executive Vice-President, Global Merchandising, DFS Group, Mr. Parker Gunderson, Regional President, Asia North, DFS Group

Lancôme and DFS have launched a multi-sensory pop-up store at T Galleria Beauty by DFS, at the heart of Hysan Place in Causeway Bay, Hong Kong – the brand’s first-ever exclusive global partnership

with DFS.

The pop-up store, called “Advanced Génifique, Your Journey to Radiance”, highlights the beauty brand’s Advanced Génifique franchise and made its first stop in Hong Kong, staying until October 7, 2018.

More local events were also scheduled to take place at Sun Plaza and Hysan Place, Hong Kong, until October 31, 2018.

Furthermore, the partnership will see worldwide promotional events across DFS’s global store network in seven other countries in the Americas, Asia and Europe.

“Your Journey to Radiance” – exclusively developed for the partnership – seeks to encourage women to embark on their own Journey to Radiance across the world with Advanced Génifique.

“We are proud to work with DFS on this exclusive partnership to bring our best-selling Advanced Génifique to more travelers around the world through their extensive global retail network,” said Ms. Tao Zhang, General Manager of Lancôme Travel Retail Asia Pacific.

“As a leading worldwide beauty brand, Lancôme believes in the importance of consumer-centricity, understanding our consumers’ needs, and creating meaningful and innovative brand experiences to better engage them.

“Following the successful launch of the Advanced Génifique: Journey to Radiance pop-up at Hysan Place, we look forward to elevating every traveler’s Journey to Radiance around the world with DFS.”

The pop-up store was created with a mix of digital, light and interactive installations to bring consumers an immersive experience.

Boasting a concept inspired by the radiance-boosting qualities of the Advanced Génifique range, the experience was designed to send shoppers on a virtual journey around the world with Advanced Génifique.

The first touchpoint was the two-meter tall replica of the Advanced Génifique serum bottle, constructed from 16,800 LED bulbs illuminating a gradient in unison.

Consumers could also interact with the augmented reality photobooth, capturing images and GIFs to share on social media. With gesture detection sensors, various Lancôme icons appeared in the palms of their hands, signifying radiance is within reach.

The key highlight of the pop-up store was the Mirror Room, which virtually transported the consumers to different parts of the world, from Paris to Hong Kong. Using state-of-the-art voice tracking and cross-device synchronization technology, consumers were able to utilize devices to interact with the installation.

Ariel Gentzbourger, Executive Vice President Merchandising DFS Group, said: “As the world traveler’s preferred destination for luxurious shopping, DFS is proud to collaborate with Lancôme on this unique global partnership. We have not only elevated their shopping experience with the Advanced Génifique, Your Journey to Radiance unique pop-up, but also developed a DFS-exclusive set perfect for our traveling customers.

“We look forward to developing more curated brand experiences and products across DFS Group’s global network of airports and downtown locations.”

Lancôme Travel Retail Asia Pacific invited five prominent Chinese key opinion leaders (KOLs) to Hong Kong to amplify this campaign.

A two-day brand event was designed for them to personally experience the benefits of Advanced Génifique.

From a morning yoga session to cruising along Hong Kong, the KOLs had the opportunity to be inspired and discover their inner radiance with the franchise. They then shared their first-hand experience of their journey via their social platforms.