

NARS blows kisses to visitors at DFS Causeway Bay as sales surge

By **Mary Jane Pittilla** on November, 28 2018 | Retailers



The NARS animation design at the DFS store in Causeway Bay featured dripping liquid lips and showcased a limited-edition lip set

NARS Cosmetics took its successful Lip Gallery animation roadshow to T Galleria Beauty by DFS, Causeway Bay, downtown Hong Kong during October.

This latest pop-up in the DFS store in Hysan Place coincided with China's Golden Week holiday, boosting the beauty brand's exposure in the Chinese market, where it is experiencing strong growth.

The brand's focus on lips was emphasized in the animation design that featured dripping liquid lips and showcased a limited-edition lip set.

It is the first time that NARS has occupied this highly coveted spot in Hysan Place. The launch of the outpost during China's Golden Week holiday (October 1-7) provided the ideal platform to reach NARS' Chinese target audience in an impactful way, brand owner Shiseido Travel Retail said.

With travel retail sales in the region having more than doubled compared to last year, the fast-growing brand continues to focus on Chinese consumers.

From October 5 to 7, prominent NARS make-up specialist Lu conducted complimentary make-up demonstrations at the Lip Gallery's Lip to Style Lip Bar.

On 6 October, Chinese Key Opinion Leader 蔡蔡Carol experienced a makeover by NARS make-up specialist Lu and tried out various lip colors that were requested by the audience.

The event was live streamed to 蔡蔡Carol's followers via YiZhiBo, garnering a total viewership of 3.21 million. These combined elements drove footfall to Hysan Place, enhancing the attractiveness of NARS in Travel Retail Asia Pacific, Shiseido Travel Retail said.

The pop-up featured a giant Digital Lip Wall powered by motion sensors, with lip-shaped clouds that mirrored consumers' body movements, and a Virtual Lip Trial App that allowed consumers to discover all of NARS' lip shades digitally through augmented reality.

In line with NARS' 2018 Always on Lips strategy for travel retail, the pop-up shined the spotlight on the new, limited-edition Full Vinyl Lip Lacquer and the NARSissist WANTED Velvet Lip Glide Set. The set comprises six limited-edition mini Velvet Lip Glides that range from a satin to semi-matte finish.

The pop-up also featured two eye products: the relaunched Duo Eyeshadow and the brand-new Climax Mascara.

Shiseido Travel Retail Asia Pacific's General Manager Kenji Calmégane said: "NARS is really leading the charge in lips, particularly when it comes to capturing female Chinese millennial travelers. The multi-faceted and comprehensive O2O elements of the Lip Gallery provide a tangible glimpse into the future of the beauty category in travel retail, and it is very exciting to see the evolution of the animation in its next chapter. We have cultivated a strong partnership with DFS, that enables us to collaborate on such events, as we both share common perspectives on innovation and shopper engagement."

Christophe Marque, DFS Group Senior Vice President Beauty, said: "The NARS Lip Gallery at T Galleria Beauty by DFS, Causeway Bay further highlights DFS' commitment to innovation and customer experience in the beauty category. We are proud to continue our partnership with Shiseido Travel Retail to reinforce both of our leadership and expertise in beauty, and our understanding of what inspires and excites our discerning traveling customers."