

Sulwhasoo Ginseng Lounge opens in Hainan

Korean luxury beauty brand Sulwhasoo opened a “Ginseng Lounge” pop-up store created via a strategic partnership between Amorepacific and China Duty Free Group (CDFG). The pop-up is located in Haitang Bay Duty Free Shopping Center, located in Hainan, China. Brand ambassador Song Hye-Kyo sent a congratulatory video message, and local influencers were invited to a CDFG’s Yizhibo digital live event on March 12.

The Sulwhasoo Ginseng Lounge offers customer events, digital content and exclusive sets. In March, the Ginseng Lounge will host customer events focusing on the Concentrated Ginseng Renewing Serum, the brand’s key anti-aging product. Visitors will enjoy performances featuring ginseng crystals and cocktail glasses, can make use of a Polaroid photo booth and can play games that offer gift rewards. They can also learn about Sulwhasoo’s Ginsenomix™ technology through digital displays.

To celebrate the opening of this pop-up, CDFG will be offering Sulwhasoo Concentrated Ginseng Renewing Serum Trial Kits, which include the Concentrated Ginseng Renewing Serum and other products from the same anti-aging line. Concentrated Ginseng Renewing Serum. This serum, Sulwhasoo’s key anti-aging product for the global market and the brand’s main firming essence, is formulated with Ginsenomix™, which contains 6,000 times the concentration of rare saponin which takes 1,000 grams of ginseng to produce a single gram.

David Park, SVP of Global Travel Retail, Amorepacific, said, “As we continue to adapt to the changes in the global travel retail market and in Hainan, Amorepacific hopes to achieve a deeper understanding of Chinese customers and their duty-free shopping experience through the partnership with CDFG.”