

Elizabeth Arden and Lagardère Travel Retail unveil 'Travel with Arden' at Paris Orly



Elizabeth Arden invites passengers to 'Travel With Arden' at Paris Orly

Elizabeth Arden has partnered with Lagardère Travel Retail to create a 'Travel With Arden' activation at Paris Orly Airport. The animation went live on March 14 and is running until April 17.

The high-profile installation, located within Orly Terminal 3 LOB1, marks the brand's debut in this location and its first major promotional collaboration with Lagardère.

The Paris Orly installation features a pretty purple color-scheme, impactful merchandising, and eye-catching, travel-inspired 3D cut-outs, including a mini-replica of the Eiffel Tower, to enhance a Sense of Place. The promotional site was manufactured by the Mise En Scène agency (part of the ELBA Group), bringing to life the concept created by the Elizabeth Arden team.

The activation, which covers 12 square meters, showcases Arden's best-sellers and travel retail exclusives. It also features a key focus on sampling. All passengers who visit the activation site are invited to choose a free Ceramide Capsule - such as Hyaluronic Acid, Daily Youth Restoring Serum, or the Line Erasing Night Serum Retinol - according to their skin's specific needs.

This comprehensive sampling initiative has been earmarked to play a key role in all airport activations, to ensure that Ceramide capsules become synonymous with the travel experience and to keep the Arden brand top-of-mind with passengers.



Arden's Ceramide Capsules are pre-measured, portable and suitable for carrying in hand luggage. This airport sampling strategy is already proving to be a key awareness-raising tool, helping to recruit new consumers to the brand.

While stocks last, Orly travellers will also have the opportunity to acquire one of the sought-after 2024 limited-edition GWP bags created in partnership with Sparrow Society, a South African non-profit organization that works to build a more equitable society through gender advocacy, strategic economic empowerment, and support for survivors of gender-based violence.

These GWP bags contain a curated selection of Elizabeth Arden travel-friendly Ceramide skincare favorites.

Céline Moittié, Elizabeth Arden Marketing Director EUTR, said, "We are super happy with the activation's performance to date. We have set ourselves ambitious targets, and the initial results have been hugely encouraging, demonstrating the clear passenger demand for our products.

"We know that with the right opportunities like this, we can drive footfall, penetration and engagement for our retail partners. We are passionate about offering high-quality skincare and fragrances for every budget, from ultra-prestige to under €20 (US\$21.50). Our extensive product

portfolio really does offer something for everything, across all passenger demographics.”