

Lancôme and DFS unveil the IDÔLE Pop-Up at DFS, Los Angeles International Airport



Lift & Learn technology provides an innovative and interactive experience with every bottle activating exclusive content and enabling travelers to discover the fragrance

Lancôme is celebrating the launch of its new IDÔLE fragrance in partnership with DFS Group, the world's leading luxury travel retailer, with a dedicated pop-up at LAX airport (TBIT terminal) from September 18 until the end of October.

The brand seamlessly connects with a traveler's journey via online and offline touchpoints, ensuring a 360° brand experience. Awareness is driven by tailored social media ads geo-targeting passengers flying through LAX and publicizing the exclusive event offers to be found at the pop-up at DFS, Los Angeles International Airport.

Paola Antonini, influential Brazilian model, also embarked on a journey from São Paulo International Airport to LAX on October 3, sharing the exclusive experience with her 2.6M Instagram followers.

At LAX airport, brand awareness is reinforced using large digital display screens designed for dedicated communications about the fragrance.

An exclusive tailored retail experience awaits LAX travelers at the pop-up, allowing them to forge their own path. As the true power of the scent is only revealed on the skin, the journey begins by trying the fragrance at the discovery table to awaken the senses.

Lift & Learn technology provides an innovative and interactive experience with every bottle activating exclusive content, enabling travelers to discover the fragrance. Each of the three designated bottles, when lifted, activate exclusive content about the fragrance, the bottle design and behind the scenes footage of Zendaya's IDÔLE campaign video shoot.

Upon purchase, customers then begin their own unique customized experience:

- Engraving service for personalizing the bottle and making it their personal power totem

- Exclusive gifts, such as a mantra tote bag that can be customized by shoppers (with a hand printer)
- Exciting LA Photobooth from which to share their mantra as a GIF with friends and family

Floriano Marrone, General Manager – Travel Retail Americas, Lancôme, states: “We want to pioneer in creating unique and immersive consumer experiences throughout Travel Retail in the Americas.

With our latest fragrance launch, IDÔLE, we elevated the traditional product journey and created a complete consumer immersion based on strong interactivity with innovative digital activation and unique customization.”