

Lancôme paints Hainan red with lipstick pop-up



The 3D L’Absolu Rouge lipstick collection dominates the giant exterior LED wall at Hainan Tourism Duty Free Shopping Complex

During October, Lancôme Travel Retail Asia Pacific celebrated its redesigned L’Absolu Rouge lipstick with one of the biggest outdoor plaza takeovers backed by digital innovations at Hainan Tourism Duty Free Shopping Complex.

In collaboration with Lagardère Travel Retail China and Hainan Tourism Investment Duty Free Co, a ceremony was held on October 11 with key opinion leaders to inaugurate the pop-up. This marked Lancôme’s first-ever makeup event in Hainan, along with digital and interactive touchpoints to target travelers throughout the Golden Week holiday.

Located in front of Hainan Tourism Duty Free Shopping Complex was a “hyperrealistic” 3D L’Absolu Rouge lipstick collection dominating the giant exterior LED wall. Next to it was a 1,500 square feet pop-up with golden curved wall paneling that resembled the golden ring of the L’Absolu Rouge lipstick.

At the pop-up, visitors discovered two new lipstick finishes – Drama Matte and Cream – via a video wall at the entrance.

Makeup trial stations incorporated virtual try-on mirrors powered by ModiFace for visitors to try on the full lipstick collection. Travelers could pose at a rose-filled grand piano and record a video with fluttering AR petals for a chance to redeem a gift.

Innovative retail experience

Also on the opening day, six beauty influencers made a special appearance with a photo shoot to share their L’Absolu Rouge moment in Hainan with consumers online.

Stevie Wong, General Manager of Lancôme Travel Retail Asia Pacific, said: “The newly renovated L’Absolu Rouge is one of our most significant makeup launches for the year, and it really has us excited. L’Absolu Rouge has been Lancôme’s iconic makeup product, which offers women the freedom to express joyful and positive beauty throughout the years. We are very happy with the innovative retail experience we reimagined at the L’Absolu Rouge Hainan pop-up during Golden Week, and that’s largely thanks to Lagardère Travel Retail and Hainan Tourism Investment Duty Free Co, with whom we have a strong partnership.”

Terry Chua, Vice President Duty Free Merchandizing – Asia, Lagardère Travel Retail, added: “We have always enjoyed the collaborative process with brand partners and seeing creative concepts like Lancôme L’Absolu Rouge pop-up come to life. It’s part of our belief that the retail experience should be constantly refreshed and reinvented to engage consumers to look forward to making return visits to Hainan Tourism Duty Free Shopping Complex.”

The L’Absolu Rouge lipstick range recently upgraded both its packaging and formulation with 11 new shades. Upon purchase on the day, consumers could return to the pop-up to redeem a customizable

phone case with gold chain straps and logo charms.