

# Lancôme TR AP celebrates the launch of Absolue the Serum in Hainan



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Lancôme Travel Retail Asia Pacific brought to life a splendid golden “House of Absolue” takeover to celebrate the launch of Absolue the Serum. Together, with China Duty Free Group (CDFG), a lighting ceremony graced by brand ambassadors Gina Jin and Boogie Wang took place on November 24 at CDF Sanya International Duty Free Shopping Complex.

During the month of November, the takeover offered a one-of-a-kind immersive experience to visitors to discover the iconic premium Absolue range, which is defined by breakthrough science in cellular longevity.

Situated at the shopping complex’s outdoor pavilion, a Absolue Perpetual Rose Garden encouraged visitors to indulge in the ultimate sensorial experience. With the serum inspired by Skin Longevity Science, visitors could interact with an animated hourglass to learn about the rose extract process and its efficacy on skin longevity.

Extending the journey inside the complex was a 50-sqm pop-up designed in the iconic Absolue gold, crowned with an unmissable 3-dimensional sphere. With a perfect assortment of the Lancôme Absolue range, guests could discover the science and texture story behind the premium skincare products, as well as receive travel exclusive offerings.

On November 26, Lancôme’s brand ambassadors, Gina Jin and Boogie Wang, graced a lighting ceremony and livestreamed their Absolue journey for fans online. Featuring star products such as Absolue the Serum, Absolue Soft Cream & Absolue Fluid Foundation, the 2-hour experience was broadcasted across CDFG’s Weibo WeChat platform. Three beauty influencers also joined and shared

their Absolue journey on social media via a photo-taking session at the renowned tourist spot, Sanya Rose Valley.

"We are very proud to launch Lancôme's Absolue Serum in Hainan by bringing such an exceptional experience to life with the 'House of Absolue' takeover. Thanks to our strong partnership with China Duty Free Group, travelers could discover our brand's premium category through such an interactive and immersive journey.

"We look forward to continuously excite and surprise our loyal consumers with one-of-a-kind online and offline experience such as another VIP event in December in Hainan," says Ms. Stevie Wong, General Manager at Lancôme Travel Retail Asia Pacific.

"We are excited to see this mega event and have enjoyed the collaborative process. We are confident to pioneer in the duty free market by continuing to create immersive and innovative retail experiences with Lancôme Travel Retail Asia Pacific," adds Grace Wang, General Manager of Perfume & Cosmetics, Central Merchandising Division at China Duty Free Group.