

L'Oréal Paris draws crowds to Eiffel Tower at Haitang Bay



Left to right: CDFG Sanya Downtown Duty Free Store Deputy General Manager Xie Zhi Yong; L'Oréal Paris Travel Retail Asia Pacific Marketing Manager Mandy Chen; Chinese singer Cai Xukun; L'Oréal Paris Travel Retail Asia Pacific General Manager Olivier Tessler; and CDFG Sanya Downtown Duty Free Store Deputy General Manager Su Yi

French beauty giant L'Oréal Paris invited travelers to Haitang Bay Duty Free Shopping Mall for a first-of-its-kind Parisian experience.

On January 4, together with friend of L'Oréal Paris Mr Cai Xukun (Kun), a 5-meter-high, red Eiffel Tower was revealed at the L'Oréal Paris pop-up, synonymous with East meets West: made-in-Paris chic and a tribute to the Chinese tradition of prosperous red, the company said.

With over 120 million interactions on Chinese Weibo, Kun's special appearance attracted a large crowd of Chinese travelers to Haitang Bay.

At the event, Kun and Olivier Tessler, General Manager of L'Oréal Paris Travel Retail Asia Pacific, engraved "Kun ♥ L'Oréal Paris" on the Color Riche Moist Matte lipstick, symbolizing this powerful collaboration.

The pop-up, open from January 4 until the end of the month, invites travelers to discover L'Oréal Paris' accessible luxury products for both men and women, appealing to travelers with different aspirations.

Said Cai Xukun: "To be able to surprise Chinese travelers by bringing an Eiffel Tower to Haitang Bay is definitely a first for me! L'Oréal Paris is my first choice of beauty brand, and I'm happy to share the

brand story with my fans in such a vivid and striking way.”

Olivier Tessler, General Manager of L’Oréal Paris Travel Retail APAC, added: “I am enthusiastic about sharing an extraordinary Parisian experience with Chinese travelers in Haitang Bay.

“Together with Cai Xukun and CDFG, we are delighted to invite everyone to a celebration of every element of our brand’s DNA – Paris, beauty, creativity, fashion and diversity. Our goal is to lead the way in making beauty trends for all.”