

L'Oréal to reveal sustainability & tech concept at Hainan Expo



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L'Oréal, a global leader in beauty, is proud to put sustainability and technology at its core in the China International Consumer Product Expo (Hainan Expo). With forward-thinking sustainable designs and a tech-directional take at its pavilion, the occasion will be celebrated with an exclusive launch of the Biotherm x Coco Capitán collection – an artistic collaboration to take a stand for the ocean. The purpose-driven 500-sqm space and a presence at the Business France pavilion shows the company's dedication to offer beauty for all travelers.

In every stage of the design process, from the choice of sustainable material to its end-of-life recycling, the pavilion encapsulates beauty toward a more sustainable future. Using more ecologically produced and certified materials, the exterior of the booth is made with threads with blue LED light shower to mimic Hainan's iconic sky and ocean. The flight window shade entrance welcomes travelers into the world of L'Oréal's powerful portfolio of beauty brands, showcased with fixtures that are mostly rented or re-used from previous events. With architectural elements produced with recycled stainless steel, recycled aluminum and FSC certified wood, the structure itself is designed to be easily separable for circular end-of-life recycling.

The occasion spotlights an exclusive launch of the Biotherm x Coco Capitán limited edition, an artistic collaboration to raise awareness of how climate change is threatening the health of phytoplankton living in our oceans. The launch calls for a beach clean-up with One Planet Foundation in Hainan's Wuzhizhou Island to tackle marine litter. Committed to a better future for the world oceans, a tech-driven 360-degree immersive room aims to educate visitors on Biotherm's sustainability commitment and ocean preservation in an interactive and meaningful way.

The tech-directional take continues at the pavilion with makeup virtual try-on technologies presented by YSL and Armani. Powered by ModiFace and backed by the endless potential of Artificial Intelligence, the photo-realistic results and automatic shade calibration enable visitors to virtually create and compare a beauty look with several products. The digital connection with visitors will be made tangible with digital purchase via a scan of QR Code, directed to the China Duty Free Group's online pre-order platform.



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“With our size in the China Travel Retail channel, we are convinced that everything we do can have a meaningful and significant impact. The 500-sqm space embodies a positive transformation showcasing innovation, sustainability and beauty; this is the result of an ecologically designed pavilion, a fully digitalized journey dedicated to strengthening the relationship between travelers and our powerful brand portfolio. Through such strong narrative, we hope to inspire visitors at the Hainan Expo and the travel retail industry to re-imagine the beauty of tomorrow,” says Emmanuel Goulin, Managing Director at L’Oréal Travel Retail Asia Pacific.

“With China’s ‘dual circulation’ strategy, consumption has become the core driving force for economic development. CICPE conveys an important message of China’s determination on opening-up business opportunities, as high-quality consumer products will gather at the expo with international exposure. We are committed to play our leading role in showcasing how the beauty industry stimulates consumption growth and strengthens opening-up. L’Oréal expects to co-create with ecosystem partners from diverse sectors to offer more and better products, as well as experiences. We sincerely look forward to providing a purpose-driven shopping experience and exceeding the expectations of consumers traveling to the beautiful island of Hainan,” says Fabrice Megarbane, President, L’Oréal North Asia Zone & Chief Executive Officer, L’Oréal China.



Alongside other major French companies in the Business France pavilion of the expo, Lancôme will celebrate with a centerpiece made with its emblematic rose petals

Also present in the Business France pavilion alongside other major French companies is Lancôme, which will celebrate with an extraordinary centerpiece made with its emblematic rose petals draping from the ceiling and a bicycle symbolic of cycling down every corner of Paris, to Lancôme's iconic Parisian store in 52 avenue des Champs-Élysées.