

# Maison Margela and CDFG launch “Replica” with Chris Lee

At the inauguration for “Replica” fragrance “Sailing Day,” Maison Margiela Fragrances Asia Ambassador Chris Lee joined Don Huang, Business Development Director of L’Oréal Travel Retail APAC, Grace Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division, China Duty Free Group as well as Xu Jiang Gao, Vice General Manager, China Duty Free Group at the helm of a custom-made “Replica” sailboat.



Ambassador Chris Lee joins L’Oreal and CDFG team aboard the “Replica”

Afterwards, Lee stopped by Maison Margiela Fragrances’ Replica’ pop-up at Sanya International Duty Free Shop, which offers visitors a series of immersive experiences including an exclusive AR sensory fragrance room, where viewers embark on a 360° “replicated memory journey” while discovering their favourite fragrances. A “Sailing Day” digital wall showcased some of the day’s highlights, creating memories for guests to cherish.



The week-long Maison Margiela Fragrances “Replica” pop-up drew a fashion-savvy crowd, including many KOLs who were taken on a digitalized olfactory journey across the pop-up

The event continued at Capella Sanya, where Lee held an in-depth conversation covering her personal experiences with fashion and fragrance.



KOLs were invited to join an immersive brand fragrance workshop at the resort, followed by a sailing 2

trip along the beautiful Sanya coastline, on July 9th. All together embarked on a sailing journey recreating new memory

“The Maison Margiela ‘Replica’ Sailing Day event marked yet another milestone for the brand’s fast-growing momentum in Asia Pacific,” said Ricardo Schmidt Diaz, General Manager of Maison Margiela Perfume Travel Retail Asia Pacific. “We are extremely happy with the reception at the event. With this, we are confident that the brand’s unique proposition and its signature scents will continue to win the heart of travelers across Asia Pacific.”

“We are honored to be a partner for this Maison Margiela Fragrance ‘Replica’ event, the biggest ever so far,” said Grace Wang, General Manager of Perfume and Cosmetics department, Central Merchandising Division, China Duty Free Group. “This collaboration aligns well with our strategy to meet the increasing demands of Hainan travelers and shoppers for artisanal fragrances, especially one that are not just about the scent but also about evoking feelings, which is the case of the ‘Replica’ collection. We’re very happy to have witnessed great success and we hope to move forward with this winning partnership.”