

Moroccanoil launches first travel retail pop-up



An aerial view of the Moroccanoil pop-up store at Amsterdam Schiphol Airport that shows light boxes and the pop-up

Moroccanoil, the leader in oil-infused beauty products, has debuted its first travel retail pop-up shop at Amsterdam Schiphol Airport.

Open from March 5 to April 4, the experiential pop-up, in partnership with Dutch operator Kappé, will offer the following consumer activations:

Hydration on the Go: With the purchase of any three travel-size products, travelers will receive a complimentary Moroccanoil water bottle.

Selfie, Share & Shine: Visitors can take a photo with Moroccanoil Treatment and share it with the hashtag #ArganEveryDay to receive a Moroccanoil Treatment souvenir.

Hair Consultation: Available on weekends only, travelers can have a hair consultation with an expert stylist, which includes dry styling. At the end of the consultation, a Moroccanoil Body product of the traveler's choosing will be demonstrated.

Gwp: With the purchase of any full-size Moroccanoil product, travelers will receive a complimentary Moroccanoil Treatment (Try-Me Size/15 ml).

Moroccanoil continues to grow its travel retail presence since launching in the channel in 2016, with key full-size hair care products at 90% of the world's premium airport destinations. This revolutionized the Moroccanoil footprint in travel retail, the company said, as previously only the travel-size hair care collection and hair care travel kits were available for purchase. The full-size hair care collection was exclusively sold in professional salons.