

Puig and Carolina Herrera launch Frozen campaign in TR Americas

Puig Travel Retail Americas and Dufry have teamed up with a series of striking Carolina Herrera Christmas-themed animations as part of the “Herrera Frozen” campaign.

The festive animations are taking place at twelve airports including Ezeiza International in Buenos Aires, Jorge Chávez International in Lima and São Paulo–Guarulhos International.



The nine-meter-tall Christmas tree in the main check-in hall at Ezeiza International Airport

The iconic Carolina Herrera branded tree is adorned with lantern baubles, snowflakes and two large polar bears in Carolina Herrera uniforms, offering travelers a festive photo opportunity. Animations feature elements synonymous with winter such as fir trees, polar bears and snowflakes, all decorated in Carolina Herrera red.



Signature Carolina Herrera red adorns traditional winter elements, attracting attention and offering not only sampling but a multitude of instagram opportunities

Travelers are invited into Carolina Herrera winter wonderland, where they can discover the brand's bestselling lines including Bad Boy, Good Girl, 212 Heroes, 212 VIP Black and Rosé, and CH. They can also participate in a 'spin the wheel' game for a chance to win a gift-with-purchase.



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Felipe Grant, Puig Travel Retail Americas General Manager, commented: "It's a pleasure to partner with Dufry this holiday season to launch the Herrera Frozen campaign at key locations in the Americas. We hope the Christmas tree and festive animations will put a smile on travellers' faces and inspire them to embrace Carolina Herrera's 'alegria de vivir' as they reunite with loved ones this Christmas."