

Travelers wish big with Lancôme at Bangkok King Power Rangnam



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Lancôme has invited travelers to wish big for the New Year with a fantasy wonderland pop-up featuring the brand's first interactive LED projection.

Following the success of last year's festivities, Lancôme's Chinese New Year pop-up returns to Bangkok King Power Rangnam to usher in the Year of the Pig.

In keeping with the brand's commitment to empower women to express their best selves, Lancôme unveiled the Wish Big pop-up on February 4. It will be open until March 10.

For the first time, the pop-up features a state-of-the-art LED installation that stretches right up to the atrium ceiling, surrounded by floating lanterns that symbolize wishes rising into the sky.

Guests can enjoy real-time interaction with the retail design as they walk around the 10-meter long LED installation. The wonderland-inspired design is fully integrated with the entire retail space, allowing Lancôme to take over of the Rangnam atrium.

Every single visible touchpoint and the 6-meter high chateau structure is branded with Lancôme's signature shade of Parisian rouge, wishing visitors a good start to the New Year.

Inside the pop-up, a custom 'boomerang photobooth' allows visitors to interact with the Lancôme

products virtually. All photos and videos can be downloaded so travelers can share their memories on social media.

On the other side of the pop-up, a large LED installation displays a Parisian cityscape that whisks travelers away to France. The breathtaking panorama doubles as an interactive game, giving customers the chance to “catch” floating Lancôme products on-screen and exchange them for prizes in-store.

Susan Whelan, Senior Executive Vice President of the King Power Group, said: “King Power aims to elevate the experience of duty free shopping through the careful curation of our retail offerings. Particularly during this holiday season when more people will be traveling, we want to make our customers feel right at home here with us. We are excited for our visitors to experience the festive programs and activities we have lined up to celebrate Chinese New Year together.”

Ms Tao Zhang, General Manager of Lancôme Travel Retail Asia Pacific, added: “This year’s pop-up is specially designed to deliver an unforgettable brand experience to our visitors. We are committed to bringing greater happiness to each and every one of our customers, and we hope that their experience with Lancôme here will create more happy moments and happy memories for a wonderful start to the year ahead.”

For the Year of the Pig, Lancôme Travel Retail Asia Pacific has released a limited-edition design for the brand’s best-selling L’Absolu Rouge in shade #178, as well as for the Advanced Génifique Serum.

The pop-up also offers travelers a range of exclusive gwp, all styled to reflect the flying pig that Lancôme has chosen as its New Year symbol.

An engraving service is available with specific purchases at the store.