

LANCÔME TR AP re-invents its O+O with Holiday Magic campaign



With its first-ever strategic partnership with two key hotels in Hainan, the beauty brand continues to lead the domestic travel trend in the region by merging online and offline activations

LANCÔME Travel Retail Asia Pacific is ushering in a magical festive season with its first-ever strategic partnership with two key hotels in Hainan, The Westin Sanya Haitang Bay Resort and the InterContinental Sanya Haitang Bay Resort. This marks another milestone for the beauty brand, which aims to remain at the forefront of the domestic travel trend and festive season in Hainan. Seamlessly merging online and offline activations, the celebration takes place at different pre-store visit touchpoints throughout travelers' stay at the hotels. The LANCÔME Holiday Magic 2020 campaign in Hainan runs from December 5 - January 15.

The holiday magic of LANCÔME Travel Retail Asia Pacific begins at The Westin Sanya Haitang Bay Resort and the InterContinental Sanya Haitang Bay Resort. Providing a synergy, positioned at the giant 26-ft tall sparkling Eiffel Tower installations, are LANCÔME ambassadors giving fresh roses, the brand's emblematic signature, with holiday greetings to hotel guests. The roses (and paired QR codes), invite guests to visit LANCÔME's e-store to experience an instant Christmas online browse and buy session with festive offers. Finally, LANCÔME ambassadors will re-direct guests to visit LANCÔME's physical stores at Sanya Duty Free Shopping Mall for key holiday offers.



Combining beauty and hospitality travel retail, LANCÔME's holiday campaign features brand ambassadors to greet and guide hotel guests throughout the journey

"Together with The Westin Sanya Haitang Bay Resort and the InterContinental Sanya Haitang Bay Resort, I am excited to bring LANCÔME's holiday magic to travelers in Hainan. The collaboration between hospitality and beauty travel retail is indeed an important milestone. I am pleased to re-invent and usher in a brand new travel retail consumer shopping experience by fusing beauty with digital innovations and services," states Stevie Wong, General Manager at LANCÔME Travel Retail Asia Pacific.