

# L'Oréal Paris looks radiant at Dubai Duty Free



L'Oréal Paris's pop-up store at Dubai Airport highlighting skincare launch Age Perfect Cell Renew Midnight Serum

In collaboration with Dubai Duty Free (DDF) at Dubai Airport, L'Oréal Paris unveiled its new pop-up store from March 16 to 31 to highlight the latest exclusive skincare launch.

Age Perfect Cell Renew Midnight Serum is said to be breaking records in local markets. Inspired by mother cell science, it is described as the first serum with Antioxidant Recovery Complex to reveal millions of new skin cells for more youthful, firmer and radiant-looking skin.

When tested, women preferred it to the number one luxury night serum [based on a consumer preference study of 350 women vs. the #1 luxury night serum retailing at \$75 (1 fl oz) in specialty

and department stores, both in-person and online, over six months through January 2021].

Mehdi Benayad, Consumer Products Division General Manager Travel Retail Europe, Middle East, Africa & India, said: “We are pleased to welcome the travelers to our most premium expression of the brand, providing them with a high-end and personalized experience at Dubai Airport featuring our best launches of the year.”

### **An online and offline journey**

To boost visibility and awareness, the animation provides a full online and offline consumer journey for both Midnight Serum and the new make-up launch, Color Riche Intense Volume Matte lipstick.

Starting with a strong digital activation in partnership with DDF, consumers are invited to discover these new launches via website banners, social media posts and time-out emailers. They are then invited to see the products come to life at the pop-up store, where they have access to personalized retailtainment such as engraving your lipstick or taking a photo in a Parisian photobooth.

The animation aims to underline the supplier’s travel retail mission “Beauty for All Travelers” as it offers accessible luxury to all worldwide travelers with the rise of today’s emerging middle- class consumer.