

MAKE UP FOR EVER TR APAC x CDFG launch pop-up in Haitang Bay



The “HD Skin Exploration Journey” pop-up store at Sanya International Duty Free Shopping Complex will run June 1 - 28 and mark the brand’s first pop-up in Hainan duty free; see below for more pics



[MAKE UP FOR EVER](#) Travel Retail APAC and China Duty Free Group have teamed up to bring the brand’s number one liquid foundation, the new HD Skin Foundation, to Sanya International Duty Free Shopping Complex in Haitang Bay.

The “HD Skin Exploration Journey” pop-up store will run June 1 - 28 and mark the brand’s first pop-up

in Hainan duty free. The activation invites customers to embark on an exploratory journey to discover the best pro tips for achieving a flawless make-up result via various touchpoints and sensory showcase.

DETECT THE UNDETECTABLE - DIGITAL RETAILTAINMENT TO ENGAGE WITH CUSTOMERS

Introducing the campaign theme: FOCUS ONE ME, the first-stop invites travelers to participate in a thematic game spinning challenge to experience the undetectability of its HD Skin foundation and detect the star product behind a virtual camera lens.

Customers can tap and capture the illusive HD Skin foundation bottles within the wandering camera shutter in less than 30 seconds. Successful participants are treated to product samples with any purchase at the pop-up.

COMPLEXION EXPLORATORY BAR: TECH-POWERED PRODUCT DISCOVERY

Customers can explore the different best-seller products based on their own skin type at each step of their HD Skin make-up routine of *Prep, Unify to Set & Finish*, simply by picking up the product of their interest on the tester bar.

The intuitive exploratory interface will guide the customer on how to choose the product based on their skin type or desired make-up result; pro tips and how to apply the product, as well as the recommended tools and application steps to achieving a flawless and undetectable make-up result effortlessly.

ONE-TO-ONE MAKE-UP CONSULTATION WITH THE COMPLEXION EXPERT

Customers who prefer a personal touch during their exploration can also request a one-to-one consult with the on-site make-up expert for shade-matching advice, as well as flash touch-up service.

Customers can also look forward to a make-up routine tailored to their specific needs and preference, ode to the brand's expertise in complexion category with successful best-sellers such as *Ultra-HD Micro-Finishing Loose Powder, Ultra HD Setting Powder* and *Mist & Fix Setting Spray*.

CHECK-IN WITH A PHOTO AT HD SKIN WALL INSTALLATION

Customers can cap-off their HD Skin Exploration journey with a photo at the 3-meter-tall HD Skin bottle wall installation inspired by the sleek curves and modern packaging of the HD Skin foundation featuring four colored caps to distinguish the four skin tone families across the 40 shades.



