Sulwhasoo beautifies Haitang Bay pop-up with CDFG

Sulwhasoo's Hainan-exclusive showcase features the Korean brand's star anti-ageing product, Sulwhasoo Concentrated Ginseng Renewing Cream

Korean luxury beauty brand Sulwhasoo is showcasing its Secret of Ginsenomics pop-up in the Haitang Bay Duty Free Shopping Center throughout March.

The pop-up store was created through a strategic partnership Amorepacific signed with China Duty Free Group (CDFG) in 2020 and targets Hainan's growing duty free market.

Based on its luxury anti-ageing product, the Concentrated Ginseng Renewing Cream, Sulwhasoo Secret of Ginsenomics offers a variety of exclusive programs for customers visiting Haitang Bay Duty Free Shopping Center.

In addition to highlighting the science and technology behind the brand, the pop-up enables visitors to take photos at a photo booth decorated with hanging acrylic structures that represent Ginsenomics. Visitors who purchase at the pop-up can also enjoy a vending machine game to receive additional gifts.

Concentrated Ginseng Renewing Cream is Sulwhasoo's steady-seller and has remained the top luxury anti-ageing cream for six consecutive years (source: sales in Korea from 2015 to 2020, Beaute Research Korea).

The new, advanced formula was released last September, with its key ingredient Ginsenomics – the brand's anti-ageing technology.

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Developed with the proprietary biotechnology from the Sulwhasoo Heritage & Science Center, it contains a 6,000x concentration of rare saponin extracted from ginseng. With Ginsenomics, the new Concentrated Ginseng Renewing Cream is said to improve the skin's firmness through a triple resilience-boosting action that replenishes, supports and helps strengthen the skin.

To celebrate the pop-up store's opening, CDFG exclusive sets will be available for purchase, including Concentrated Ginseng Renewing trio and quintet kits, with extra benefits throughout March.

Amorepacific Senior Vice President of Global Travel Retail David Park said: "We are excited to meet with our customers with an exclusive showcase in Hainan, which has emerged as a hub for luxury brands. We will continue our effort to create synergy with CDFG through our strong partnership and deliver our unique brand value to customers around the world."

China Duty Free Group General Manager of Perfume & Cosmetics department Grace Wang said: "We are delighted to present Sulwhasoo's Secret of Ginsenomics pop-up store and hope our customers will visit Haitang Bay to experience the exclusive showcase. Through solid partnership with Amorepacific, we hope to share more about this special brand with our Hainan visitors in the future."

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