

FRAGRANCE AND PERSONAL CARE

La Mer invites DFS customers inside its product, literally

March 8, 2019



La Mer creates a larger-than-life jar of its product. Image credit: La Mer

By STAFF REPORTS

Estée Lauder Cos.' Crème de la Mer has created its largest jar yet, allowing travelers at duty free retailer DFS in Hong Kong to interact with the installation.

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The 16.4-foot jar allows shoppers and travelers to experience the La Mer brand on a larger-than-life scale. Celebrating the brand's moisturizer, the giant jar is located at T Galleria Beauty by DFS, Hong Kong, Causeway Bay, and allows guests to literally step inside the brand.

Traveling through La Mer

One inside the jar, participants will be able to interact with the brand, immersing themselves in the sights and sounds of the sea, where many products in the moisturizer come from.

Customers will walk through five of the textures in Crème de la Mer, including rich, soft, sheer, balanced and cool. Each section features sensory technology that embodies its theme.

In addition to the interactive jar, on-site guests will also have the option for an Instagram-worthy photo opportunity with the Crème de la Mer wall.

Shoppers who purchase certain products will receive a complimentary La Mer travel trunk case, keeping with the DFS travel theme. These customers will also have the option of personalizing with calligraphy services.

The brand's Skin Atistry Experts will also be available on-site for advice on keeping moisturizing while traveling.



Inside La Mer. Image credit: La Mer

Crme de la Mer also recently playfully presented the hydrating benefits of its new mask through a series that takes typically private skincare treatment out in public.

"The La Mer Dare" series shows actress sisters Sara and Erin Foster challenge each other to wear the brand's Treatment Lotion Hydrating Mask while partaking in everyday tasks, to humorous effect. Streaming on Instagram's IGTV, the videos explain the promised rejuvenating benefits of the mask in an entertaining format ([see story](#)).

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