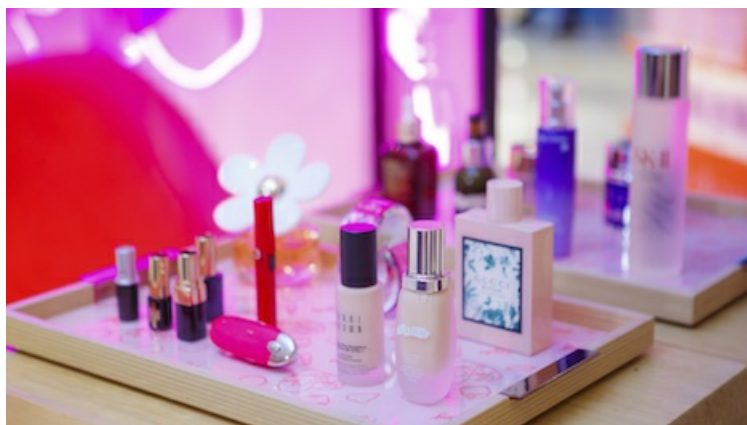


FRAGRANCE AND PERSONAL CARE

DFS showcases beauty brands with month-long event

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DFS' showcase includes skincare, makeup and fragrance. Image courtesy of DFS

By STAFF REPORTS

LVMH-owned travel retailer DFS is putting a focus on beauty for the month of August with a campaign aimed at showcasing its beauty know-how.

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The sixth annual First Class Beauty event will feature themed product selections and events at 25 of the retailer's stores around the world. According to recently released data from NPD Group, beauty is a key footfall driver for duty-free retail, and consumers tend to spend the most on the category when traveling.

Cosmetic celebration

DFS' event is themed "Your One-Stop Beauty Destination." Consumers can explore curated beauty products including makeup, skincare and fragrances that are displayed in three categories: City Nights, Beach Getaway and Nature Escapes.

City Nights centers on metropolitan glamour, with lipsticks, sultry eye makeup and fragrances.

For beach-ready beauty, DFS will be showcasing more laid back looks that include sunscreen, bronzer and fragrances.

Nature Escapes provides ideas for natural looking makeup, including skincare and nude palettes.

Bringing a tech-driven approach to the event, DFS will be hosting Meitu lipstick bars. Through a magic mirror, consumers can try on more than 100 lipsticks and a selection of sunglasses in augmented reality and snap a photo of themselves.



DFS' First Class Beauty event from 2018. Image courtesy of DFS

The beauty looks in the mirrors will reflect the three themed makeup looks from the DFS campaign.

DFS is working with about 40 beauty brands for this campaign, which will run from Aug. 1 to 31.

"With the discerning traveler at the heart of all we do, we have put all our efforts into developing experiences and products that respond to their needs with creativity and flair," said Christophe Marque, senior vice president beauty at DFS Group, in a statement. "This year's First Class Beauty reflects three travel moods that inspire a wide spectrum of makeup looks and beauty regimes.

"We are immensely proud to partner with more brands than ever before to create these exclusive pop-ups, all dedicated to first-class beauty," he said.

NPD found that consumers spend an average of \$75.5 on beauty at duty-free stores. Seven out of 10 beauty shoppers also go on to buy other merchandise.

Beauty brands have tapped into this audience with airport experiences.

For instance, Italian jeweler Bulgari popped up in Paris' Charles de Galle Airport to promote its latest men's scents with a travel concept.

Le Gemme Men is a trio of fragrances that take reference from gemstones, translating the ideas of jewelry to perfumes. The pop-up's displays and services centered on travel, looking to seamlessly take consumers to other destinations ([see story](#)).