

RETAIL

L'Oral, DFS expand beauty innovation in China

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Times DF x DFS Haikou Mission Hills duty-free complex in Hainan. Image courtesy of DFS Group

By LUXURY DAILY NEWS SERVICE

LVMH-owned travel retailer DFS Group and beauty brand L'Oral Travel Retail have announced plans to collaborate on projects in Hainan and Macau, aiming to innovate the travel beauty sector in China.

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Joining the newly opened destination at Times DF x DFS Haikou Mission Hills duty-free complex, L'Oral Travel Retail will debut at this location with its portfolio of brands later this year through retail expressions and a digitized business model. Continuing the momentum to entice returning travelers are pop-ups, retailtainment and exclusive gifts which will be revealed within DFS' network of stores in Macau in the coming months.

"Our ambition at L'Oral is to provide Beauty For All Travelers,' therefore we continue to capture growth in the Chinese traveler beauty market," said Vincent Boinay, president of L'Oral Travel Retail Worldwide, in a statement. "To offer personalized services, products and experiences to the most sophisticated travelers like those visiting Hainan and Macau SAR, better management of data and acceleration on beauty innovation through tech are crucially important."

Innovating beauty

The collaboration will act as a key milestone in taking travel retail to new heights, as DFS and L'Oral aim to further accelerate growth in the strategic destinations of Hainan and Macau.



YSL Beauty "Claim Your Love" campaign at T Galleria by DFS. Image courtesy of DFS Group

Following last month's collaboration for the Helena Rubinstein ultra-premium event, YSL Beauty kicked off the "Claim Your Love" campaign with make-up shows in T Galleria by DFS, Macau and Shoppes at Four Seasons earlier this month.

Exclusive retail expressions curated by beauty brands such as Lancme, Armani and Kiehl's are in the pipeline to further captivate travelers.

Creating a sense of place is the "Kiehl's Loves Macau" campaign to welcome travelers back to the region, with limited edition packaging, retailtainment and travel-relevant products unique to Macau. The campaign will be highlighted by an exclusive "Kiehl's Loves Macau" pop up at DFS' Four Seasons store.

L'Oral Travel Retail will debut brands, such as Lancme, Kiehl's, YSL, Shu Uemura, Biotherm and L'Oral Paris, in the new Times DF x DFS Haikou Mission Hills duty-free complex later this year.

The collaboration expects to see brand retail expressions together with a team of professional beauty advisors, as well as re-invent a traveler's beauty journey with new tech- and data-driven solutions: an integrated network of devices embedded with digital features will enable conversations with travelers and generate insights to better serve Chinese consumers.

In 2019, L'Oral reported strong sales increases in the Asia Pacific region, at travel retail and in ecommerce ([see story](#)). The latest beauty travel push suggests the company is hoping a surge in travel will boost sales again.

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