

FRAGRANCE AND PERSONAL CARE

## Sephora, in continued China push, promotes Sino-French skincare line at CIIE

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*Sephora presents Cha Ling at the 5th CIIE in China. Image credit: Sephora*

By LUXURY DAILY NEWS SERVICE

Sephora, the world's largest prestige beauty retailer, presented Cha Ling, a Sino-French luxury skincare brand, at the 5th annual China International Import Expo.

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Sephora, owned by LVMH, is featured as part of the French luxury conglomerate's 640-square meter LVMH Pavilion exhibition space within the expo. Cha Ling, with its series of four products, represents the fusion of Asian and French culture, making it a ripe for inclusion under the LVMH theme of this year's expo, "Reconnection."

"Developed by LVMH Research Center, Cha Ling organically blends together Chinese and French culture to preserve China's cultural and spiritual heritage, further deepening our connection with the local Chinese market." said Ms. Maggie Chan, managing director of LVMH - Sephora Greater China, in a statement.



*Cha Ling showcases four products at this year's CIIE expo in Shanghai, China. Image credit: Sephora*

### Skin in the game

Cha Ling is highlighting key products at this year's CIIE: Cha Ling Eau de Toilette, Cha Ling The Cream, Cha Ling Treatment Essence and Cha Ling Infusion Serum. All products were developed in the tea forests in the Chinese province of Yunnan, using both local ecological practices and technology provided by the LVMH Research Center.

A nine-step process extracts molecules from Pu-er tea, resulting in BD-T Complex, the properties of which combat aging brought on by stress and environmental factors.

A portion of the proceeds from the sales of Cha Ling is reinvested into the preservation of the Yunnan tea forests.

By exhibiting Cha Ling, **Sephora** is continuing its growing focus on Chinese consumers.

"Elements of Chinese and French cultures are firmly embedded in Cha Ling's DNA," said Angela Shum, brand general manager of Cha Ling Greater China, in a statement.

"We will continue to interact with Chinese consumers and develop more innovative products that cater to the local needs to provide Chinese consumers with luxurious skincare experiences as well as genuinely memorable services," she said.