

Yves Saint Laurent Beauté and CDFG bring rock and roll to Haitang Bay mall

Yves Saint Laurent Beauté and China Duty Free Group (CDFG) brought the exclusive Make it Yours retail experience to customers at the CDF Mall in Haitang Bay.

The pop-up, which featured a bold red and black shipping container with live music performances took customers through a customised beauty experience. It ran until 30 June.

Themed around a container concept, a personalisation and gifting zone gave customers the opportunity to purchase a range of Yves Saint Laurent Beauté products for face and lips, along with Mon Paris fragrances through a digital screen.



The pop-up was themed around a container concept and was operational until 30 June.

CUSTOMISED BEAUTY EXPERIENCE

The journey continued with an E-Drum on a LED stage. When customers hit the drum, the LED screen on the floor lit up with animated Yves Saint Laurent Beauté icons. Each weekend, Indie rock back Sixi performed four live shows per day.

Emily Coleman, General Manager of Yves Saint Laurent Beauté, L'Oréal Travel Retail Asia Pacific said: "We are delighted to bring the hugely popular Make it Yours concept to Haitang Bay, where we look forward to taking more customers on a personalised beauty and gifting journey — with a touch of rock and roll.



A personalisation and gifting zone was at the heart of the pop-up.

"In our mission to build a 'love brand' with Yves Saint Laurent Beauté. Everything we do begins and ends

Yves Saint Laurent Beauté and CDFG bring rock and roll to Haitang Bay mall with our customers and this spectacular new pop-up is no exception.”

Terry Chua, Director of Perfume and Cosmetics, China Duty Free Group added: “We were very pleased to welcome the latest Yves Saint Laurent Beauté expression in our Sanya Haitang Bay Store. This was another world class concept and experience for our customers.”



Indie rock band Sixi performed four live shows per day on weekends when the pop-up was active.