

L'Occitane Travel Retail activates 'Gift of Nature' campaign ahead of Earth Day

L'Occitane Travel Retail has turned the next page on its successful 'Nature Positive' campaign with a series of pop-up activations at key global airports in advance of Earth Day (22 April).

Running for four months, the 'Gift of Nature' project will roll out to countries in Europe, the Americas, and APAC, beginning with 360-degree podiums at the A and Z terminals at Frankfurt Airport in association with Gebr. Heinemann.

As its name suggests, the nature-inspired 'disruptive' promotion arranges the podiums by key brand ingredients including verbena, almond and shea butter.

Accompanying is a 'Nature Positive' collection and photo booth, flanked by an abundance of foliage and props such as wooden trees and flowers exuding real scents to highlight messages of biodiversity and sustainability.

This underpins L'Occitane en Provence's long-held stance towards pioneering change within the environment and commitment to environmentally friendly agricultural and manufacturing methods, eco-design and sustainable packaging for the benefit of local biodiversity, producers, and communities via its motto, 'Reduce, Recycle, React'.



L'Occitane Travel Retail has debuted its Gift Of Nature campaign at Frankfurt Airport. (Pictured, Terminal Z).



The nature-inspired 'disruptive' promotion has been unveiled at Frankfurt Airport (pictured) and will roll out to countries in Europe, the Americas, and APAC.

During the 'Gift of Nature' campaign, travellers can get their hands on a 150ml travel retail exclusive LEP

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of the best-selling Shea Hand Cream, which is presented in a 95% recycled aluminium tube decorated with a fauna and flora motif designed by Philippines-based illustrator Raxenne Maniquiz.

A hand cream wall invites customers to select a travel retail exclusive custom-made kit of 30ml creams and enjoy a hand massage.

From April onwards, an exclusive travel retail collection of five 30ml top-selling hand cream sets will also be available in Rose, Shea, Cherry Blossom, Lavender and Verbena fragrances.



Left: A limited edition Shea Hand Cream. Right: A snapshot of special offers exclusive to Frankfurt Airport.

Similar to the Shea Hand Cream, each is presented in a recyclable box manufactured from 100% recycled paper.

L'Occitane Travel Retail will be offering a donation to NGO Meli Bees to support regenerative agriculture in the most endangered areas of the Amazon.

Customers can take pictures of themselves on a rope swing beneath a tree in the Nature Positive photo booth to share on Instagram, with every post attracting a €1 contribution from L'Occitane to Meli Bees, up to a maximum of €2,500.



Left: A limited edition Shea Hand Cream. Right: A display at Frankfurt Airport Terminal A.

When it comes to giving, the greatest gift of all is nature. As a trailblazing brand in sustainability, we firmly believe that with our 'Gift of Nature' campaign, we will inspire and engage with customers to think in a more eco-conscious way. In doing so, we can all significantly contribute to protecting the biodiversity of the planet, said Mona L'Hostis, Head of Global Travel Retail Marketing of the L'Occitane Group.

Jens Peter Peuckert, Director of Marketing at Gebr. Heinemann, added: With L'Occitane Travel Retail, we have a partner who is just as enthusiastic about offering eco-friendly products to travellers as we are. We are delighted that we, together with L'Occitane Travel Retail, can attribute to our spectacular assortment while at the same time making a sustainable impact in the beauty section.