

L'OCCITANE raises the bar on customer experience and disrupts New York's Fifth Avenue with its new experiential concept store

Geneva/New York, 23rd August 2018 - The L'OCCITANE Group, the leading natural cosmetics manufacturer and retailer, continues to redefine in-store shopping experience by opening a brand new L'OCCITANE en Provence concept store on New York City's prestigious Fifth Avenue.



The 1,870 square foot store located at 555 5th Avenue is a unique immersive destination that will communicate the brand's signature pillars through a range of interactive customer touchpoints. Designed by L'OCCITANE's Daniel Contorni, International Artistic Director, and Paul Blackburn, VP Concept Design, Construction & Merchandising, 555 5th Avenue will be an evolutive space continuously changing to highlight seasonal campaigns.

Whilst the existing L'OCCITANE experiential boutique at Flatiron continues to offer exceptional service and skincare innovation, 555 will be more disruptive and attract new customers, encourage engagement and produce user-generated content for social media. The store includes a "rain-shower" sink, an interactive skincare consultation area, a curved communal bench beneath a Mediterranean olive tree, and an enhanced fulfilment services "comptoir".

Creating tailor-made experience for customers across the world

555 5th Avenue follows a wave of innovation in customer experience at the L'OCCITANE Group (L'OCCITANE au Provence, L'OCCITANE au Brésil, Erborian and Melvita). The Group is pursuing a robust customer-first retail strategy, seeking to surprise consumers and surpass their expectations by providing an unforgettable in-store experience. In today's digital world, customers rarely enter a L'OCCITANE store purely out of "need"; they expect to be pampered and entertained and want to indulge in the experience.

To adapt to differing consumer preferences across the world, L'OCCITANE has adopted a "glocal" approach and is developing creative experiences tailored for local clientele. Recent examples include new flagships and concept destinations in Brazil, Paris, London, China, Singapore and Toronto, each with its exclusive style and portfolio of services on offer:

- In Brazil, a "Casa Brasileira" style has been created to reflect the authentic and welcoming spirit found in a typical Brazilian home.
- At 86CHAMPS in Paris, a unique concept store on the Champs-Élysées and partnership between L'OCCITANE and award-winning French pastry chef Pierre Hermé, customers can savour a delicious dessert or macaroon inspired by L'OCCITANE iconic ingredients whilst sat around a stylish central bar.
- The new flagship on Regent Street in London offers personalised product engraving, complimentary hand and arm massages and beauty consultations in private rooms, as well as an in-store café offering limited edition Pierre Hermé macaroons.
- In China, L'OCCITANE's fastest growing market last year, store assistants are demonstrating how to wrap gifts and filming the experience so that customers can immediately share the content and make a post on social media.
- A pop-up café concept was launched in Singapore at the Ion Orchard Mall in July in partnership with Janice Wong, the reputed Asian pastry chef and protégé of Pierre Hermé.
- The new flagship at Yorkdale Mall in Toronto features a unique pair of suspended digital capsules that enable visitors to see, hear, touch and smell the flavours of Provence through a fully immersive digital experience.

From in-store cafés and macaroons to customized products and complimentary beauty treatments, L'OCCITANE continues to innovate to keep driving customers into its stores. One such way has been to take the L'OCCITANE store to the customer itself, as seen by the L'OcciTruck, the brand's first travelling shop experience and retail store encapsulated on wheels, launched in North America in April this year.

Back in New York City, L'OCCITANE is aiming to take customer experience to a whole new level through this latest experiential concept store. "At 555 5th Avenue, each customer's experience is intended to be unique and we are excited to launch this interactive boutique," said Christina Polychroni, Regional Chief Marketing & E-Commerce Office for North America. "Customers will be able to explore the L'OCCITANE brand history and signature products through ever-changing immersive installations that echo the Provençal arte de vivre and rich story-telling moments."

Sustainability at the heart of L'OCCITANE's business

L'OCCITANE is deeply committed to respecting the environment and preserving biodiversity. 555 5th Avenue will join the L'OCCITANE Recycling Program, a partnership with international recycling company TerraCycle that incentivizes customers to drop off all brands of empty personal care and cosmetics packaging at participating L'OCCITANE retail locations.

For more information about 555 5th Avenue, additional information and high-resolution imagery, download the press release [here](#).

555 5th Avenue is located between 45th and 46th street in New York City.

About the L'OCCITANE Group

The L'OCCITANE Group is a leading natural ingredient-based cosmetics and well-being producer and retailer with more than 3,000 retail outlets in 90 countries. A global leader in the premium beauty market, the group offers high quality products that are produced using cutting-edge technology and natural and traceable ingredients that respect the environment. The L'OCCITANE Group has four brands: L'OCCITANE en Provence, L'OCCITANE au Brésil, Erborian and Melvita.

Media contacts

555 5th AVENUE & NORTH AMERICA MEDIA ENQUIRES

Sarah Gorelick - BOLD PR – sarah@boldpr.com

L'OCCITANE GROUP MEDIA ENQUIRIES

Heidi Farr – heidi.farr@loccitane.com

0041225610866 / 0041786546372

Luisa Vittadini – ELAN EDELMAN - luisa.vittadini@elanedelman.com

0033186215051 / 0033623001772