



LET THE SUNSHINE IN

LAUNCHING IN 2017

The plea for something authentic cries out above the digital noise that crowds our globalised world. It's a constant hum that begs for something real.

L'OCCITANE has responded with its new store concept, lighting up its stores with the simple authenticity of Provence.

Launching in 2017, L'OCCITANE Sunshine Stores will shine in more than 40 locations across Europe, the USA, Middle East, Asia and Russia.

HOME IS WHERE THE LIGHT IS

The new Sunshine Stores by L'OCCITANE radiate attention to detail and customised finishings. Each store tells its own story and the brand has partnered with local producers and regional experts so that the local spirit shines. Subtle hints of regional architecture and local traditions glisten and, from the outside, a beam of light beckons, enticing customers inside.



A SENSORIAL JOURNEY

Rethinking the customer's journey

The bright yellow store facades call out to the warmth of the south and provide a welcoming ray of sunshine to start the journey. The vibrant colours and velvety textures throughout the store let customers replace the rush and stress of daily life, and an uplifting sensorial journey across authentic Provence begins.

SPECIAL HANDS

A WARM WELCOME

The journey starts with a warm welcome in true Provence style. Guests are invited to exfoliate and hydrate their hands at the Hands Station, indulging in the brand's iconic shea butter hand cream.

On special occasions such as Mother's Day or Christmas, the Hands Station will also serve as a central point for browsing gifts.



FIELDS OF FRAGRANCE

THE SCENT OF ROSES

As customers move towards the Fields of Fragrance, delicate notes of roses scent the air. The smell of freshly cut flowers mingles harmoniously with the aromatic perfume of Terre de Lumière and the lemon-scented leaves of Verbena Eau de Toilette, arousing and delighting the senses along the way.



BEAUTY BAR

A NEW BEAUTY ROUTINE

Tester bars have been positioned along the sides of the stores, encouraging customers to test and refresh their skincare routine. Each tester station showcases a specific ritual that is tailored to personalised hydrating or rejuvenating. Guests can sit back and relax at the consultation table while a L'OCCITANE expert guides them through their sensorial journey.

GIFT ATELIER

SHARE THE LOVE

Sunshine Stores have been designed to pamper customers and make them feel special. But the enjoyment doesn't need to end there: the experience can also be shared! The new stores offer a luxurious lounge where guests can explore handmade gift ideas and a Gift Atelier for gift personalisation.



NEO-RETRO DESIGN

REVAMPING A CLASSIC

From the glowing yellow store facades to the bright colours of the natural creams and oils that radiate on the shelves, customers will find a tasteful blend of neo-vintage details with a hint of sleek design. Industrial lighting and modern colours keep it modern, contrasting masterfully with the warmth of natural timber.



SENSORIAL LAB

COMING SOON

Launching in 2018, L'OCCITANE Sunshine Stores will also offer a Sensorial Lab. Customers will be able to test and indulge in the latest skincare and beauty products, displayed on a beautiful table inspired by antique apothecaries.

More details coming soon.

DIGITAL IS THE NEW CONVIVIAL

L'OCCITANE has designed its Sunshine Stores so that digital technology enhances a truly authentic experience.

Beauty diagnosis is all about the senses, it relies on real human expertise that can't be replaced by technology. In the new stores, ipads are used only for specific demands and care is taken so that digital assistance doesn't interfere with the authentic sensorial experience.

Digital is the new convivial, a means of sharing experiences and travelling together. Large screens in the dedicated display areas portray images of beautiful Provence landscape, interspersed with playful reminders of the brand's beauty heroes. The L'OCCITANE community is brought together and a special moment is shared by all.

L'OCCITANE *Innovating for sensation*

L'OCCITANE has a strong tradition of innovation, from powerful Customer Relationship Management and Content Management System tools, to its new e-commerce website and "click'n'collect" service. As part of its bespoke marketing strategy, the brand is aiming to push deeper into digital innovation and offer each of its loyal customers beautiful and quality customised products.

L'OCCITANE's take on digital? A convivial means of enhancing the customer's sensorial experience!



THREE TAILORED STORES



FLAGSHIP

Nestled in iconic locations, Sunshine Flagship Stores offer a lavish and highly personalised beauty experience.

COMMUNITY

Rooted in lively neighbourhoods, Sunshine Community Stores allow loyal customers to gather and share their passion for L'OCCITANE's products and authentic values.



ON-THE-GO

Located in malls and heavily frequented zones (train stations, airports etc.), Sunshine on-the-go Stores provide a solution for last-minute gifting and travel needs.



GIFTATELIER

IDÉES CADEAUX

SUNSHINE CONCEPT

*Launching in 2017, L'OCCITANE Sunshine Stores
will shine in more than 40 locations across Europe,
the USA, Middle East, Asia and Russia.*



@loccitane



@L'OCCITANE en Provence



@LOccitane_FR

#loveloccitane #loccitane

L'OCCITANE PRESS CONTACT

Mme Lorem • mme.lorem@agence-rp.com

M. Ipsum • mr.ipsum@agence-rp.com

Press Relations Company

xx lorem ipsum street – xxxxx ipsum city

Phone +33 (0)1 xx xx xx xx

L'OCCITANE
EN PROVENCE

COUP DE CŒUR

PARFUM