

L'OCCITANE

EN PROVENCE

L'OCCITANE OPENS ITS FIRST IMMERSIVE DIGITAL FLAGSHIP STORE AT YORKDALE SHOPPING CENTRE

Digitally Enhanced and Multisensory Boutique Takes Guests on a Journey Through the Elements of Provence



December 2017 (Toronto, ON) - L'OCCITANE en Provence, the prestige French beauty company with high-quality skincare, body care, and fragrance, redefines the shopping experience with the complete redesign of its Canadian Flagship boutique in the Yorkdale Shopping Centre. The first of its kind for the brand, the boutique offers an immersive digital experience and connected shopping model. Inspired by the land and culture of Provence, guests are invited to take a multi-sensory journey, setting a new standard for the L'OCCITANE in-store customer experience.

"Visiting this store will be an experience like no other. Upon entering, guests will feel a sense of wonderment – they will be transported to the lavender fields of Provence, learn about L'OCCITANE's expertise in the art of extraction, and visit the land of Corsica, home of the powerful Immortelle flower," said Paul Blackburn, North American Vice President of Concept Design, Construction & Merchandising. "Behind the striking external glass façade, a curved video wall immediately attracts the attention of passersby. Below this eye-catching feature is an immersive digital experience inside a pair of suspended capsules. Within each capsule, a true story unfolds before your eyes combining imagery, scent, light and sound for a truly sensorial experience."

L'OCCITANE commissioned School House, the renowned brand creative and experience agency, as lead designers for the new store. "Journeying through Provence is a visceral experience that changes something within you. In 1976, Oliver Baussan experienced a connection to Provence's land and culture, which he distilled from Lavender and Rosemary into essential oils. In the same way, we approached Yorkdale as an artistic expression of Provence, served through tactile and digital brand experiences that spark a sense of wonderment," says Christopher Skinner, founder and principal of School House.

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A celebration of wonderment and discovery, the Yorkdale boutique has multiple unique features for an immersive and connected shopping experience. One of the largest L'OCCITANE boutiques in the world, it is approximately 1600 square feet. The exterior's twenty-two foot high glass façade hosts a striking curved video wall that is six feet high and eighteen feet wide, drawing the guest in. Upon entering, guests are greeted by yellow glass archways, inspired by Provençal architecture. Key features include an interactive skincare bistro, and large hand cream column wrapped in communal seating.

Provence is brought to life through an elevated shopping experience that channels the elements of earth, fire, air and water. The elements are expressed through creative design features, heightening the senses and inviting exploration. Earth is cultivated with a flooring of natural stone and a botanical ceiling installation of a 'land reversed.' Water is cultivated with automated rain shower sinks, encouraging test-and-play with products beneath showers from hanging illuminated arched domes. Fire is channeled through a radiating sun installation set within the ceiling plane above. Lastly, air is cultivated into fragrance clouds, creating a unique testing experience for fragrances.

L'OCCITANE Yorkdale will offer an unparalleled customer experience while positively impacting the environment. The store fully complies with the L'OCCITANE Group's vision and philosophy of nurturing a harmonious relationship with nature. All lighting will be 100% LED, and, for the first time in North America, an in-store bottling recycling program in partnership with Terracycle will be offered. The stone flooring and countertops are made of recycled natural stone aggregates and contain pre-consumer recycled content. The yellow arches are made from specially-formulated co-polyester resin, incorporating 40% pre-consumer recycled content, compatible with one of the largest post-consumer recycle streams.

The redesign is part of a larger expansion of store concept innovation from the brand. The result is a "glocal" retail strategy, driven by tailoring the customer experience with innovative and personalized services across the globe, while adapting the concepts according to local market specifications. In December 2017, L'OCCITANE will open major stores in two other iconic locations: Regent Street in London and 86 Champs (Champs Elysée) in Paris. The Regent Street location is the largest L'OCCITANE store in the world, covering a vast 6,450 square feet, with specialized features to evoke all five senses and a 'test and play' experience. 86 Champs is a unique concept store, and the first of its kind, created by L'OCCITANE and Pierre Hermé, the famous French pastry chef, and designed by the architect, Laura Gonzalez. 86 Champs combines shared expertise and passion for the best natural ingredients, resulting in a haven for indulgent beauty products and delicious sweet treats.

L'OCCITANE Yorkdale will celebrate its grand opening on December 7th, 2017. The boutique is located at the Yorkdale Shopping Centre, 3401 Dufferin Street, Unit 0321B, Toronto, ON M6A 2T9. L'OCCITANE is opening two new International locations in December 2017, 86 Champs in Paris and Regent Street in London. For additional information regarding L'OCCITANE Yorkdale, please contact Priscilla Quesnel, L'OCCITANE Public Relations, priscilla.quesnel@loccitane.com or visit us at ca.loccitane.com. For additional information regarding 86 Champs in Paris, please contact Heidi Farr, heidi.farr@loccitane.com or Denis Geffroy, denis.geffroy@loccitane.com. For additional information regarding L'OCCITANE Regent Street, please contact Olivia Kauffmann, olivia.kauffmann@loccitane.com or Sophie Oliver, sophie.oliver@loccitane.com.

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Join the conversation on [Instagram](#) at @loccitane using hashtag #loccitaneyorkdale.

About L'OCCITANE

Founded by Olivier Baussan over 40 years ago, L'OCCITANE captures the true art de vivre of Provence, offering a sensorial immersion in the natural beauty, fragrance and lifestyle of the south of France. From the texture of L'OCCITANE products to their scent, each skincare, body care and fragrance formula promises pleasure through beauty and well-being—a moment rich in enjoyment and discovery that goes beyond tangible benefits to create a different experience of Provence. L'OCCITANE products are available at loccitane.com and in 240+ boutiques across Canada and the USA.

About School House

School House is a new breed of brand creative agency which operates at the crossroads of brand communications and retail, focused on beauty and fashion. Founded by former LVMH Executive, Christopher Skinner, School House does not have preconceived notions about what an agency or design firm should be, rather their focus is completely on the client: *Radical Sensitivity*. The agency offers a range of multi-disciplinary services from brand identity and campaign activation to environmental design. <http://www.weareschoolhouse.com/> | @schoolhousenyc

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