

## Lagardère Travel Retail and Clinique Celebrate International Women's Day with Spontaneous Gifting at London Luton Airport

**LONDON MARCH 8, 2018** – Lagardère Travel Retail and Clinique surprised travelers at London Luton Airport March 7 and 8 with an extra hydration boost. In celebration of International Women's Day, passengers arriving from various UK locations to London Luton Airport found their luggage carousel transformed into a moment of gifting, with Clinique gift bags for each passenger to ensure they travel happy and hydrated.

“International Women's Day is a moment to reflect and celebrate the women in our lives, and we could not be more thrilled to partner with Clinique and London Luton Airport on this occasion to gift a bit of happiness to travelers,” said Ambroise Fondeur, Chief Business Officer, Lagardère Travel Retail.

Over 22 million women worldwide get their moisturizer from Clinique, with the lucky travelers at London Luton Airport receiving Clinique's new Moisture Surge™ 72-Hour Auto-Replenishing Hydrator (50ml), fan favorite Moisture Surge™ Face Spray (125ml), a Clinique luggage tag and a 15% off coupon for pre-order purchase at Aelia Duty Free. A perfect gift for the busy woman on the go, the new Moisture Surge™ 72-Hour Auto-Replenishing Hydrator helps skin stay plump and dewy for 72 hours – even after washing your face. Whether a frequent traveler, a stay-at-home mom, an entrepreneur, an artist or an athlete, Moisture Surge™ 72-Hour Auto-Replenishing Hydrator works as hard as she does to provide the ultimate in skin hydration.

Created exclusively for London Luton Airport in partnership with Aelia Duty Free, the disruptive International Women's Day activation kicks off a series of initiatives to celebrate the traveling consumer and the spirit of gifting. Clinique's visual takeover of London Luton Airport from March 8 until April 7 across Arrivals and Departures engages consumers throughout their journey to travel hydrated with Clinique. During Easter weekend, March 29 – 30, passengers headed abroad will be greeted by Clinique hostesses in International Departures with vouchers to redeem samples of Moisture Surge™ 72-Hour Auto-Replenishing Hydrator at the Clinique counter at Aelia Duty Free.

“We're proud to partner with Lagardère Travel Retail and London Luton Airport to surprise and celebrate our customers with gifts they love and experiences they'll never forget,” said Olivier Bottrie, Global President Travel Retail and Retail Development, The Estée Lauder Companies. “With these immersive and delightful Clinique moments, we aim to enhance the consumer's travel experience so that wherever their journey takes them, they arrive happier thanks to Clinique.”

**PRESS CONTACT:**

**Lagardère Travel Retail:**

Emeline Tomada

+33 1 42 99 07 02

[e.tomada@lagardere-tr.com](mailto:e.tomada@lagardere-tr.com)

**The Estée Lauder Companies:**

Colleen T. Leahy

+1 212 572 4721

[cleahy@estee.com](mailto:cleahy@estee.com)

**About Lagardère Travel Retail:**

: One of the four divisions of Lagardère Group, Lagardère Travel Retail is a world leader in travel retail is a pioneering global leader in the travel retail industry. Operating 4,300 stores across Travel Essentials, Duty Free and Foodservice in airports, railway stations and other concessions in 33 countries worldwide, Lagardère Travel Retail generates a €4.2 bn sales (managed 100%).

**About The Estée Lauder Companies Inc.:**

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company's products are sold in over 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, Ermenegildo Zegna, AERIN, Tory Burch, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, BECCA and Too Faced.