

## Extime and Sol de Janeiro invite travellers to “Make Life Cheirosa” with immersive summer activation at Paris Aéroport



**Paris, 28 July 2026** – Sol de Janeiro, Extime Duty Free Paris and Extime JCDecaux Airport are bringing the spirit of the Brazilian summer to Paris-Charles de Gaulle and Paris-Orly airports through one of the brand’s most ambitious travel retail activations to date. From 10 July to 24 August 2026, travellers are invited to “Make Life Cheirosa” via an “Extime immersive journey” that turns the airports into a vibrant summer destination, where they can discover, experience and shop Sol de Janeiro’s hero products before they fly.

Designed to capture passengers’ attention at key moments of excitement and discovery, the multi-channel activation combines experiential retail, digital engagement, travel-exclusive offers and high-impact media to immerse travellers in Sol de Janeiro’s joyful universe. Through a 360° campaign spanning digital platforms, retail spaces and high-visibility OOH and DOOH activations, the brand becomes impossible to miss at Paris-CDG and Paris-Orly.

In collaboration with Extime Duty Free Paris and Extime JCDecaux Airport, Sol de Janeiro is transforming traditional travel retail into an engaging, must-stop destination. The experience begins even before travellers arrive at the airport, with dedicated visibility on the Extime.com marketplace and targeted Extime Rewards CRM and newsletter communications, supported by social and digital media that introduce the “Make Life Cheirosa” universe and spotlight the brand’s must-have summer products.

Once in the terminals, passengers are immersed in the brand through storytelling on Extime JCDecaux Airport digital screens and a dedicated cabana pop-up at Orly 3, enhanced by branded music and sensory experiences that bring the spirit of the Brazilian summer to life. Inside Extime Duty Free Paris stores, Sol de Janeiro takes over the retail environment with immersive displays, FSUs, towers, floor stickers and iconic product tables, complemented by sampling, gifting and trained beauty advisors who provide personalised advice and drive conversion. Together, these touchpoints create an “Extime Immersive Journey” that invites every traveller to “Make Life Cheirosa” before they fly.

Extending from pre-trip inspiration through to in-store purchase, this connected journey demonstrates how travel retail can deliver a seamless 360° customer experience across physical retail, digital platforms and media, while reinforcing Paris Aéroport as a leading destination for premium beauty experiences.

**Marion Amirouche, Senior Brand Manager, Sol de Janeiro, L'OCCITANE Travel Retail**, said: "Travel retail offers an unrivalled opportunity to connect with travellers at moments of excitement and discovery. Together with Extime, we're bringing our "Make Life Cheirosa" philosophy to life through an immersive journey that blends joyful brand experiences, digital engagement and our latest product innovations. We want every traveller to leave Paris Aéroport feeling inspired, confident and ready to embrace the spirit of summer."

**Isabelle Fourmentin, Managing Director, Extime JCDecaux Airport**, stated: "At Extime JCDecaux Airport, our ambition is to turn every passenger journey into a memorable experience. With Sol de Janeiro and Extime Duty Free Paris, we are offering travellers a unique opportunity to experience the essence of Brazilian summer in a Parisian, premium setting, thus demonstrating the full power of airport media to create emotion, drive discovery & conversion, and enhance the passenger experience."

**Severine Patureau, Chief Commercial & Merchandising Officer, Extime Paris**, added: "Creating distinctive retail experiences is at the heart of Extime Paris' ambition. Together with Sol de Janeiro, Extime Duty Free Paris & Extime JCDecaux Airport, we have developed an immersive journey that seamlessly connects digital engagement, media and retail to enhance every stage of the passenger experience. This collaboration reflects our commitment to offering innovative concepts that elevate Paris Aéroport as a leading destination for premium travel retail while delivering strong visibility and performance for our brand partners."

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## Contacts

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## About L'OCCITANE Travel Retail

The travel retail division of L'OCCITANE Group embraces more than 40 operators, 400 airports, 70 airlines and 1,200 duty-free shops located in over 120 countries worldwide. It offers a carefully curated selection of beauty and well-being products from the Group's growing brand portfolio. These include L'Occitane en Provence, ELEMIS, Sol de Janeiro and Erborian. The company continues to be an industry pioneer in the promotion of sustainability, biodiversity and the reduction of waste.

## About Sol de Janeiro

Sol de Janeiro is the award-winning beauty brand known for its Brazilian-inspired body care and transportive fragrance. Founded in 2015, the brand has quickly become a category leader, beloved for its clinically proven formulas, luscious textures and sensorial experiences. With a global community spanning generations and geographies, Sol de Janeiro has earned top honours including TIME100's Most Influential Companies, Fast Company's World's Most Innovative

Companies, and WWD's 2024 Beauty Inc Power Brands. Available at Sephora and online at [soldejaneiro.com](https://soldejaneiro.com), Sol de Janeiro is rooted in the belief that beauty is an attitude, not a standard.

### **About Extime JCDecaux Airport**

Extime JCDecaux Airport offers tailor-made, high-performance media solutions to create powerful and memorable brand experiences at Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget airports, and now at Queen Alia International Airport in Amman, Jordan. Extime Media is a joint venture owned by JCDecaux, the world leader in Out-of-Home advertising, and Groupe ADP, world leader in airport operations.

### **About Extime Duty Free Paris**

Extime Duty Free Paris is the duty-free brand operated by Extime, the new hospitality label of Paris Airports. Present in the terminals of Paris-Charles de Gaulle and Paris-Orly, it offers an exclusive selection of perfumes, cosmetics, gastronomy, wines, spirits and fashion. Combining expertise, premium services and digital innovation, Extime Duty Free Paris reinvents the airport shopping experience. A symbol of Parisian savoir-faire, the brand transforms every journey into a unique moment before boarding.