

ALTOUR

Dull to Bright

A SKINCARE EXPERIENCE IN THE HEART OF NATURE

TYPE OF EVENT: **INFLUENCER TRIP**

INDUSTRY: **COSMETIC**

NUMBER OF ATTENDEES: **30 PEOPLE**

LOCATION: **SLOVENIA**

When a global beauty brand set out to bring its newest Vitamin C skincare line to life, they envisioned more than just a trip, they wanted to tell a story. The goal was to create a radiant, content-rich journey that mirrored the product's core message: transformation from dull to bright. Your Event Solutions was brought on board to conceptualize, design, and deliver a seamless, unforgettable experience for top-tier influencers in one of Europe's most pristine destinations, Slovenia.





WHY SLOVENIA?

Slovenia was chosen not only for its breathtaking natural beauty but for what it represented. Its crystal-clear lakes, snow-capped mountains, and reputation for sustainability perfectly reflected the brand's values of purity, brightness, and rejuvenation. Hotel Bohinj, nestled within Triglav National Park, provided a tranquil Alpine base where dramatic scenery reinforced the campaign's theme of natural radiance.

FROM TOUCHDOWN TO TRANQUILITY

Guests arrived to branded signage and an outdoor welcome lunch overlooking the lake and mountains, immediately immersing them in the destination's calming atmosphere. The first Never A Dull Moment activity, Restoring Radiance Inside and Out, was a guided forest bathing experience designed to reconnect guests with nature while reinforcing the skincare benefits of soothing, revitalizing, and clarifying. After free time, the group gathered in the hotel's underground wine cellar for a toast with locally sourced orange wine, a subtle nod to the Vitamin C theme.

Dinner took place in a candlelit alpine setting with a fire pit and acoustic music, creating a warm, authentic atmosphere that demonstrated brightness through thoughtful experiences rather than bold visuals.

BRIGHTENING ADVENTURES IN THE SNOW

After breakfast, guests traveled by private gondola into the snowy mountains for Clearing the Path: Skin & Snow, a bespoke snowshoeing experience symbolizing the journey from dullness to radiance. Branded glow stops along the trail provided product touch-ups, sun protection, and content capture opportunities before the group enjoyed lunch at a cozy ski chalet and an afternoon of relaxation at the hotel spa.

That evening, guests traveled to Lake Bled, where the brand's initial was projected onto Bled Castle. A champagne sabrage, fire-dance performance, and elegant three-course dinner inside the castle created the trip's most memorable evening, with live entertainment carrying the celebration into the night.

A GLOWING GOODBYE

The final morning featured a sunrise hot air balloon ride over Lake Bled, symbolizing renewal and the fresh, radiant results promised by the skincare range. Guests then traveled to Ljubljana for one final evening, where a boutique hotel in the city center provided a vibrant contrast to the peaceful Alpine setting. The shift from tranquil nature to colorful urban energy brought the transformation narrative full circle, ending the journey on a bright, sophisticated note.

