

Beauty to become 'signature category' for travellers in HK

Airport Authority Hong Kong (AAHK) has emphasised the importance of the perfumes and cosmetics category following yesterdays (28 June) grand opening of The Shilla Duty Freees (Shilla) Beauty&You concept at Hong Kong International Airport (HKIA).

As reported, Shilla was awarded the beauty and fashion and accessories contract in April 2017. This preceded the successful soft-opening of six beauty outlets last December.



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A statement from an AAHK spokesman, forwarded to TRBusiness this morning (29 June) said: "On our side, Hong Kong International Airport is delighted to have Beauty&You under The Shilla Duty Free operating this concession.

"Perfumes and cosmetics is a category at HKIA commanding high passenger spending. We have, therefore, increased the area of the concession and brought a new concept in the expanded area —a one-stop shop of beauty products and fashion accessories all under one roof.

SIGNATURE CATEGORY

"HKIA served close to 73m passengers in 2017. Looking to the future, Shilla and HKIA will work together to make beauty a signature category for our travellers."

The grand opening, which took place yesterday (28 June) featured a K-celebrity guest line-up to mark the occasion.

Attended by a host of VIPs including Shilla senior management, AAHK representatives, brand and business partners and media, the event began with an official ribbon-cutting ceremony at the main East Hall outlet. This was followed by guided tours introducing the new store experience.

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Officials from The Shilla Duty Free and Airport Authority Hong Kong took part in a ribbon-cutting ceremony yesterday (28 June) to mark the opening of the Beauty&You stores at Hong Kong International Airport.

Guests were then invited to attend a special showcase by K-Pop sensation Highlight, Shilla's new brand ambassador for 2018-2019. Highlight delivered a series of performances and interactive games with fans.

Shilla Travel Retail Hong Kong Limited, Managing Director Alice Woo (left) commented: "We are very pleased to announce the grand opening of The Shilla Duty Free's brand-new retail stores at one of the busiest airports in the world.



"With the highly-anticipated launch of Beauty&You, we hope to redefine the airport retail experience and customer journey with a comprehensive brand profile presented in an interactive and engaging environment. Our aim is to deliver the ultimate shopping experience to a diverse audience in one of the most robust travel markets in the world."

According to the retailer, the Beauty&You concept symbolises the brand's commitment to delivering a comprehensive beauty retail experience and being at the forefront of the experiential retail trend.

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Shilla says that 'Beauty' and 'You' together represent beauty tailored to each individual customer and the infinite combinations available through the multitude of brands and experiences. Based on the notion that beauty retail can surpass the limitations of cosmetics and skincare products and become associated with fashion and accessories, this retail concept offers room for all definitions of beauty, indicates Shilla.

Around 200 brands are available, including a host of premium labels new to HKIA. These include David Beckham's global grooming brand House 99, the best of Korean and Japanese brands like The History of Whoo, su:m37°, THREE, ReFa and NARS.

Italian crafted luxury leather goods labels and accessory brands Bresciani, Francesco Maglia, Victrix and fashion accessory brands like Alexander McQueen and Didier Dubot will also be on sale. Additionally, more than 60 new brands will offer an innovative and enjoyable shopping experience.

NEW CONCEPT

The new concept revolves around curated hospitality on par with the superior product offerings to create a seamless retail experience. Designed to provide journeys of discovery for every customer, the engagement zones and stores' beauty and fashion advisors offer personalised recommendations.

Representing how modern and travel-savvy customers shop, the new retail stores have incorporated a blend of branded and non-branded counters, as well as engagement zones where brands and categories unite under a single umbrella.

These special lifestyle and themed areas are designed to enhance the retail experience through engaging customers interactively into immersive experience spaces. They include Elements- an area dedicated to gentlemen-specific products, New Generation- a section showcasing the best of Korean and Japanese cosmetics and perfume brands and a dedicated Curated Zone.



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Special lifestyle and themed areas include Elements (above) dedicated to gentlemen-specific products and Curated, comprising perfumes, cosmetics and fashion products.

In the Curated Zone, Shilla will collaborate with different brands monthly to feature themed selections and trendy looks with perfume, cosmetics and fashion products on display.

In the grand opening month, Lancôme will be present a selection of its best-selling items through their Pink Time showcase. SK-II Magic Ring, The History of WhooLipstick Story and **Atelier Cologne's** engraving service will also be featured in the Curated Zone, with different interactive elements in visually striking displays.

In these engagement zones, Shilla has incorporated the use of digital technology to offer an enhanced shopping experience.

The retailer said: "Our own Shilla Beauty Selfie makeup app in New Generation invites customers to virtually try on looks from various brands such as Anna Sui, Innisfree, Kate, Etude House, THREE, Ladurée, NARS and Urban Decay. More animated features such as Get the Look and Magic Mirror are designed to communicate the most updated beauty and fashion trends."

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The New Generation area showcases the best of Korean and Japanese cosmetics and perfume brands.

SPECIAL ATTRACTIONS

Shilla has also prepared a series of special attractions in-store starting with the Shilla Digital Beauty Touch & Win game, where customers can try their luck at the digital claw machine to win prizes.

In addition, consumers are invited to experience the Shilla Beauty Journey through virtual reality headsets. Other in-store activities during the opening period highlight Shilla's brand partners, such as MAC's interactive 'selfie' machine. This allows users to simulate different lip colours and instantly print photos.

Cartier Eyewear and Perfume have also partnered for the first time to introduce their Panthère range in a display. Dior will showcase its Miss Dior Perfume line with the #DiorLoveChain digital photo-booth.

Throughout July, there will also be a range of in-store offers and discounts to celebrate the grand opening of Beauty&You and to commemorate HKIAs 20th anniversary. Customers can visit the Beauty&You by The Shilla Duty Free Facebook page for more information and latest updates.

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Urban Decays Distortion Palette, will be exclusively available in Beauty&You outlets while stocks last.

Su:m37^º will offer an exclusive starter-set in-stores while stocks last featuring Secret Essence 80ml, Waterful Gel Cream 20ml and Essential Cleansing Foam 40ml. Urban Decays Distortion Palette, will also be exclusively available in Beauty&You outlets (*also while stocks last*), while luxury accessories brand, Fibreno Piccolina will present its classic Piccolina Bag in Henry Hotpink — an exclusive colour for Beauty&You.

Customers spending over HK2,000 until July 21 will receive a chic Beauty&You tote bag (*while stocks last*). A 20% discount on two or more perfumes and cosmetics items will be available on all purchases between 7 July and 8 July to commemorate HKIAs 20th anniversary.

They can also enjoy a 10% discount on perfume and cosmetics, or general merchandise purchases between 7 July and 15 July.

All Beauty&You stores offer arrival pick-up services. Customers can visit and purchase at any Beauty&You store before departure and collect the goods at the pick-up counter in the arrivals hall store on their return to HKIA.

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The Beauty&You arrivals area at Hong Kong International Airport.

Meanwhile, AAHK has issued a luxury **retail tender** at HKIA. The concession is located on Level 6 (*East Hall Terminal 1 Restricted Area*) and the deadline for submissions is 27 September 2018.

Other opportunities include an **Icon Shop retail concession** for top luxury/global mega brand retailers located on levels 6 and 7 (*East Hall Terminal 1 Restricted Area*). Two lots are available spanning 458sq m and 479sq m respectively and the deadline for submissions is also 27 September 2018.

Finally, a 111sq m **Chinese Gold shop concession** is up for grabs on Level 6 (*East Hall Terminal 1 Restricted Area*) with the same submission deadline.