

KrisShop reveals official brand revamp with new website; two-day pop-up

Singapore Airlines flagship travel retailer KrisShop has announced its official brand revamp with the launch of a new website at a lavish launch event at the newly-restored Raffles Hotel in Singapore today (21 August).

In celebration of the launch, KrisShop curated a pop-up exhibition that is divided into several experiential zones. Each showcases a different retail feature of KrisShop.com.

As reported in March, 3Sixty (formerly known as DFASS), Singapore Airlines and ground-handling provider SATS, agreed to establish a joint-venture to engage in travel-related retail operations. The plan was to start with programmes on Singapore Airlines (KrisShop) and low-cost subsidiary carrier Scoot (Scootalogue).

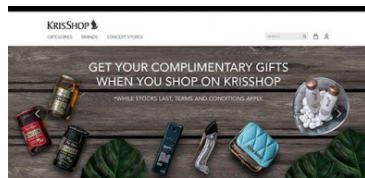


Chris Pok, CEO, KrisShop.

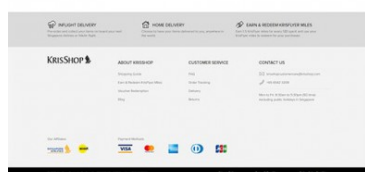
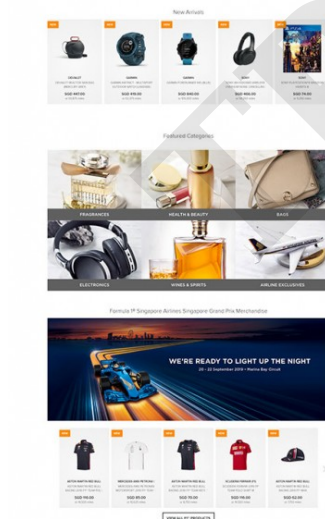
3Sixty was first awarded the Singapore Airlines duty free contract in 2006 and agreed another long-term contract with the airline in 2015.

KRISHOP OMNICHANNEL APPROACH

In conversation with TRBusiness earlier this year, Roberto Graziani, Executive Vice Chairman, 3Sixty said the use of the term inflight to describe 3Sixty's operations was no longer applicable and that its business is an omnichannel one. "Once we have the consumer data our main objective is to keep the customer at the centre of our strategy."



He added: "I believe this is a new of approaching retail and starting this kind of business in travel retail is very important. The most successful retailers offer integrated choices, touch-points and services to consumers."



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The KrisShop revamp certainly reflects this omnichannel approach. Alongside other latest brand offerings and convenient pre-order and delivery options, the rebranded KrisShop aims to improve consumers' shopping journey for travellers and non-travellers.

Over the years, the travel retail industry has experienced extensive disruption driven by digitalisation. KrisShop is seeking to embrace a holistic omnichannel approach to deliver an integrated shopping experience that engages customers at every step of the journey — online and offline.

Advancing beyond a retail catalogue, KrisShop.com aims to re-invent itself as the go-to lifestyle e-commerce website that caters to the needs of all shoppers, whether travelling or not.

The revamped KrisShop.com website (left) now has a clean look with a new interface and smooth navigation. KrisShop has also introduced multiple new initiatives for convenient payment, pre-order and delivery services. It is aiming to personalise experiences to suit different consumer lifestyles.

Various initiatives will be rolled out in the coming months. These include multiple payment options such as KrisPay, Apple Pay, Samsung Pay and Alipay, which will be available on KrisShop.com for added flexibility. They will also cater to the different payment preferences of customers.

Passengers will also be able to pre-order up to one hour before selected SilkAir, Singapore Airlines and Scoot flights to accommodate the need for last-minute shopping. Purchases will be delivered to passengers inflight.

Other concepts include hotel delivery, in partnership with selected hotel groups. Guests can opt for purchases to be delivered right to their rooms.

Additionally, passengers will soon be able to shop on KrisShop.com via Singapore Airlines inflight entertainment system and have their parcels delivered to their homes.

Finally, KrisShop will designate point of purchase stations for self-collection, marking the 'seamless convergence' of online and offline consumer experience.

Chris Pok, CEO, KrisShop said: "Beyond being a retail e-commerce site, KrisShop seeks to establish itself as a one-stop shopping destination and is continually evolving to meet the needs and demands of today's consumers.

"Leveraging our expertise in retail, we are proud to unveil the new KrisShop.com that aims to modernise the consumer shopping journey."

He added: "The new KrisShop website and initiatives are designed with game-changing features that keep consumer experience at the forefront, and these can be experienced through our exhibition.

"Blending physical and digital touch-points, the interactive exhibition communicates KrisShop's new changes in a fun and compelling way, inviting consumers to witness the exciting opportunities and developments in action.

"KrisShop will continue to innovate in uncharted territory and connect consumers to even more impressive offerings."



Chris Pok, CEO, KrisShop (centre) and members of his team at the official announcement of the brand revamp.

TWO-DAY POP-UP EXHIBITION

The exhibition, located in the Raffles Hotel Palm Ballroom, will be open to the public from 23 to 24 August. It will bring to life the new website through a series of installations that feature a myriad of new and existing KrisShop initiatives, mirroring the shopping experience on KrisShop.com as guests tour through the respective touch-points.

Amid the fast-changing consumer retail landscape, the exhibition reflects the evolution of KrisShop as it responds to the constant shifts in customers' expectations and preferences.

The tour begins with a journey through an immersive LED installation room that introduces guests to the new KrisShop. Upon exiting the immersive area, guests experience four KrisShop concept stores.

These are With Love, SG, KrisShop Cares, KrisShop Discovers and KrisShop Moments. With Love, SG highlights homegrown brands unique to Singapore culture. The exhibition features a Peranakan façade with windows and doors, which can be opened for guests to explore the local products hidden behind.



One of four KrisShop concept stores to be showcased at the pop-up exhibition, With Love SG, highlights homegrown brands unique to Singapore culture.

In collaboration with The Art Faculty and Tinkle Arts, KrisShop Cares is dedicated to giving back to the community and supporting those in need. Net proceeds from the curated products and artworks will go towards the partner communities to support their cause and artists. Showcased on a projection wall, guests can appreciate the art featured under the KrisShop Cares collection.

KrisShop Discovers houses niche creations curated by KrisShop. With each piece imbued with the heritage and personal stories of fine artisans around the world, this concept store takes guests on a global adventure to discover new and authentic products. Through an instagrammable swing and wall featuring the latest KrisShop Discovers collections, the exhibition invites guests to follow KrisShop to discover new places and products.



The KrisShop Cares concept store is dedicated to giving back to the community and supporting those in need.

A brand-new concept store offering a range of services including floral delivery, beauty and wellness treatments, special hotel room offers, hotel dining promotions and tourist experiences, KrisShop Moments is designed to inspire people to create their own special moments. The exhibition communicates this through a spa bed which invites guests to take a rest.

In addition to the four KrisShop concept stores, guests will be offered a sneak preview of the new brands, airline exclusives and KrisShop Customise collections.

As a value-added service, KrisShop Customise offers customisation such as personalised engraving on fragrance bottles, wine bottles and leather bags.

**All pictures courtesy of The Good Folks Public Relations and Events Agency*