

Shilla Duty Free and Tom Ford Beauty introduce new exclusive Lip Colour Set

The Shilla Duty Free (Shilla) has partnered with Tom Ford Beauty to introduce the Tom Ford Lip Colour X3 Set, featuring three shades.

The Tom Ford Lip Colour X3 Set is a global exclusive available only at Shilla stores in Korea, Singapore and Hong Kong, while stocks last. The set is priced at \$121 in Korea, \$168.60 in Singapore and \$1,070 in Hong Kong.

It consists of three colours — #16 Scarlet Rouge, #15 Wild Ginger and #09 True Coral. The high-pigment lipsticks are formulated with rare and exotic ingredients including soja seed extract, Brazilian murumuru butter and chamomile flower oil to create an ultra-creamy texture with a smooth application.

PURE COLOUR

Specially treated colour pigments are blended to deliver pure colour, with the right balance of luminosity for a polished finish. Each lipstick amplifies individuality with maximum, long-wearing impact, according to the retailer.

Young Hoon Kim, Executive Vice President, The Shilla Duty Free commented: “The Shilla Duty Free is thrilled to collaborate with the legendary Tom Ford to present the Shilla Exclusive Lip Color X3 Set.

“Tom Ford Beauty is beloved worldwide for its revolutionary lipsticks and here we have delivered its three most coveted shades in one exclusive package for travellers. We are confident that our customers will be delighted to find this luxurious treat in our stores, making their travel retail experience that much more special.”



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The Shilla downtown duty free store in Seoul.