



Shilla Duty Free's beauty concessions at the Singapore Changi Airport began trading today and will gradually renovate its retail units by the first quarter of 2015 to bring in larger collection of new brands into Changi.

The Korean duty free operator – an affiliate company of Samsung – says that it will present the largest collection of cosmetics and perfumes brands among airport duty free shops anywhere in Asia.

Burberry Cosmetics, Cosme Decorte, Urban Decay, Vichy, La Roche Posay, which are popular among Singaporean consumers, will be introduced for the first time in Singapore.

By end of January, Shilla Duty Free will add more than 70 new brands to the existing line-up so that passengers can look forward to about 190 brands in total. Shilla will also be heavily promoting its offer based on price with many products at up to 40% below Singapore city centre prices (*below*).

DEBUT GIVEAWAYS

To celebrate Shilla's debut at Changi, the retailer will give away Etude facial masks for purchasers, as well as free skincare product sample kits from Lancôme, Kiehl's and Biotherm. Customers can also expect more gifts and benefits depending on the amount they purchase and they can get more information on the various promotions at **a dedicated website** for Shilla's Changi business.



"Singapore has a strong tourism market and we see a tremendous

opportunity here," says Senior Executive Vice President and Head of The Shilla Duty Free, Jeong-Ho (Jason)

Shilla Duty Free starts beauty operations at Singapore Changi Airport

Cha (left). "As a global duty free operator with more than 28 years of experience in the industry, we are confident we possess the know-how in providing experiential offerings in-store that would deliver a value-added experience for our customers."



Ivy Wong (right), Senior Vice President for Airside Concessions at Changi Airport Group

the operator of the Singapore hub, says: "In the coming months, passengers can look forward to a suite of beauty stores boasting a brand new look and offering an elevated experience complete with an exciting range of brands, as well as the worlds first airport beauty duplex."

Shilla Duty Free currently runs six duty free outlets in Korea: two in downtown Seoul and Jeju, and four at airports. The operator is the largest beauty operator at Seoul's Incheon International Airport. Shilla Duty Free already has Prada, Bottega Veneta and Maison de Chronus (watches) outlets at Changi Airport.

