

The Shilla Duty Free set to celebrate grand opening of spectacular new Beauty&You retail concept

By **Mary Jane Pittilla** on June, 11 2018 | Retailers



The Shilla Duty Free, one of the world's leading travel retail companies, will celebrate the grand opening of its stores at Hong Kong International Airport (HKIA) following a successful six-month soft launch period.



A store rendering of The Shilla Duty Free Hong Kong's soon-to-open Beauty&You experiential retail concept

Expected to take place on June 28, the opening event features the unveiling of the full Beauty&You concept, and a spectacular K-pop celebrity guest line-up to commemorate this special occasion.

The Shilla Duty Free's Beauty&You concept seeks to deliver a comprehensive beauty retail experience and be at the forefront of the experiential retail trends.

"'Beauty' and 'You' together represent beauty tailored to each individual consumer and the infinite combinations of a multitude of brands," the company said.

Designed to demonstrate that beauty retail can be associated with fashion and accessories, this retail concept provides room for all definitions of beauty, it added.



The Shilla Duty Free will offer a list of premium brands new to Hong Kong International Airport, including David Beckham's global grooming brand House 99; the best of Korean and Japanese brands such as The History of Whoo, su:m37o, THREE, ReFa; image-maker Nars; Italian crafted luxury leather goods labels and accessory brands Bresciani, Maglia Francesco, and Victrix; as well as fashion accessory brands such as Alexander McQueen and Didier Dubot.

More than 60 new brands will join the extensive brand selection in a bid to offer an innovative and enjoyable shopping experience for travelers, The Shilla said.

Seeking to show how modern, travel-savvy customers shop, the new Shilla Duty Free stores have incorporated a blend of branded and non-branded counters, as well as engagement zones where brands and categories come together under a single umbrella.

These special lifestyle and themed areas are designed to engage customers interactively via immersive experience spaces.

They include Elements - an area dedicated to men's products; New Generation - a section showcasing the best of Korean and Japanese cosmetics and perfume brands; and a dedicated Curated Zone, where featured themes and trendy looks merge into one showcase with perfume, cosmetics and fashion products.

Following the recent initiation of the Hong Kong International Airport perfumes and cosmetics/fashion accessories operation, The Shilla Duty Free is the first travel retailer to operate the beauty category in three major hub airports in East Asia: Seoul Incheon, Singapore Changi, and Hong Kong.



The company is using the social media hashtags: #BeautyAndYou, #ShillaDutyFree, #ShillaHK, #HKAirport, and #BeautifulYOU.