

# Lagardère Travel Retail Singapore introduces monobrand DF boutique



acmé de la vie's first duty free store in South East Asia at Changi Airport, Terminal 4.



Lagardère Travel Retail Singapore has teamed up with [acmé de la vie](#) to introduce its first duty free store in South East Asia at [Changi Airport](#), Terminal 4.

The term “acmé de la vie” means “the pinnacle of life” in French – the Korean streetwear brand launched in late 2017, with the ambition to achieve life’s goal in delivering quality products that allow maximum comfort and endurance for an everyday urban lifestyle.

Known for its oversized fitting concept, signature graphics and pop culture characters such as the BABYFACE series, the store offers wardrobe staples like t-shirts, sweatshirts, pants, hoodies and accessories for both men and women.

According to Lagardère Travel Retail Singapore and Malaysia Chief Executive Officer, Ann Pang, the demand for streetwear is here to stay. The assortments’ versatility allows it to be worn year-round in different weather and environment and across demographics.

“The brand’s success is built on its inclusivity, as streetwear is very much size-inclusive and gender-neutral. The designs are highly inspired by a combination of music, sports and arts culture that appeals to a wide community.”

“acmé de la vie mono-brand boutique is the perfect addition to Lagardère’s range of exclusive labels in Singapore. We are pleased to collaborate with our valued partner in offering global travellers the first duty free concept store outside of Korea.” says Ann.

acmé de la vie’s unique and expressive prints represents a playful style that have led to iconic collaborations with Smiley, The Simpsons, Sesame Street, Disney, Edgewalker and more. The brand was also made popular by Hallyu celebrities and idols around the world.

Sporting the latest Fall Winter 2022 collection is singer Lisa from BLACKPINK, a South Korean girl group, touted as one of the biggest bands in the world with notable international awards recognition

and accomplishments since its debut in 2016.

She is seen showcasing a series of colorful chic selections with her vibrant charisma featuring streetwear essentials such as sweaters, hoodies, jackets and sweatpants.

Founders of acmé de la vie, Gu Jae-mo and Gu Jin-mo, comment that Lisa's achievement perfectly represents the campaign's theme "This is peak of my life," which symbolizes the spirit to constantly conquer new challenges to create new heights.

"The resumption of global travel enables collaboration to go beyond delivering product excellence. The fostering of cultural and social exchanges brings new perspectives and enhance the creativity and innovation in product development."

"We look forward to expanding our portfolio with Lagardère Travel Retail Singapore to become part of all traveller's journey," adds Lee Heeyoung, Global Chief Executive Officer, Sewoong.