

Bali-themed Boss pops up at Singapore Changi Airport



Boss introduces a touch of Bali to Singapore Changi Airport

Boss has opened a Bali-themed pop-up – said to be the world’s first – to mark the reopening of the German brand’s store, at Singapore Changi Airport Terminal 3. The space was officially rolled out on April 4 and will run until May 9.

The pop-up takes inspiration from the Boss House Bali, a luxurious, Alexis Dornier-designed villa on the Indonesian island of Bali, where Boss will host an exclusive, invitation-only retreat from April 17 to May 17, 2024.

The pop-up features a summer assortment of Boss Menswear, holiday ready footwear, travel accessories, eyewear, and Boss-branded canine accessories. Customers can also purchase a five-piece capsule embellished with a Boss Bali-themed patch, only available at the pop-up and Boss store. This exclusive capsule includes beach-ready shorts, a classic Boss polo shirt with collar and adorned with our iconic stripe, a breezy, palm-print shirt, and two classic T-shirts in white and BOSS’s smart, distinctive shade of camel.



The Boss pop-up takes inspiration from Boss House Bali

Visitors to the Boss House Bali pop-up store are encouraged to experience a virtual wardrobe and experiment with different styles from the Boss Spring/Summer 2024 collection through a Magic Mirror. This innovative technology allows customers to virtually try on the collection without stepping into a changing room. Additionally, customers can enhance their experience by scanning a QR Code on the Magic Mirror and uploading images or videos of themselves wearing the virtual outfit to social media. Additionally, visitors spending over S\$1,000 (US\$740) will have a chance to win a three-day, two-night stay at Boss House Bali.

Shoppers can also enjoy a sensorial journey of Boss The Collection – a fragrance wardrobe consisting of 12 scents, designed as a dress code to suit every occasion. Experts will be on hand to offer a personalized fragrance consultation to help customers find the perfect scent to represent their individual style and personality.

This exclusive launch event brought together an array of talented individuals from the worlds of entertainment, fashion, and sports and showcased the Boss commitment to innovation, creativity, and personalized experiences.

The exclusive BOSS House Bali collection is available only at the pop-up, Boss Store at Changi Airport Terminal 3 and online on ishopChangi.com.