

Wellington Global debuts Pica LéLa jewelry pop-up in Sydney Airport



Wellington Global's pop-up boutique at Sydney Airport focuses on Pica LéLa's Luxe collection, which was launched at the TFWA World Exhibition

Wellington Global launched the first pop-up boutique for its Pica LéLa jewelry brand at Sydney International Airport in January.

Travelers can also find the Wellington Jeweller Opal brand in airports across Australia, but this exclusive retail concept is the first pop-up boutique for the Pica LéLa fashion jewelry brand.

The pop-up is located in a prestigious space at the Terminal 1 intersection of Pier B and C, capturing 100% of the international passenger footfall passing through the 12-meter wide shopping precinct after security.

The Sydney Airport pop-up is in line with the company's 2019 focus on the brand's domestic market of Australia. Wellington Global is looking to lift its brand awareness in the region and to gain customer and market insight through this experiential campaign.

The pop-up began trading on January 13 for a limited period until March 31, including the busy Chinese New Year period. It will re-enter the same location on September 1 over the busy Golden Week period until October 31.

Consumers are greeted with eight collections on display to both try and buy. The boutique itself is

fashionably designed to reflect the rose-gold femininity of its collections.

The boutique also focuses on Pica LéLa's latest collection, Luxe, which was launched at the TFWA World Exhibition in October 2018.

Luxe evokes French chic, Parisian elegance and the famous Eiffel Tower. This new collection is equal parts old school elegance and fashion-centric, the company said.

Playful and engaging marketing activities will be staged throughout the pop-up period at Sydney, such as happy hour discounts, staff pick of the day, lucky red pouches and generous discounts to Pica LéLa fans.