

Estée Lauder Travel Retail unveils Skin Longevity Institute pop-up at Incheon Airport



Re-Nutriv Ultimate Diamond Age Reversal Eye Crème Pop-up

To celebrate the launch of Re-Nutriv Ultimate Diamond Age Reversal Eye Crème, Estée Lauder Travel Retail unveiled a Skin Longevity Institute pop-up at Incheon International Airport Terminal 2. Through July 24, travelers are able to experience the latest innovations in luxury skincare grounded in skin longevity science.

Estée Lauder also announced it will be the first brand to partner with Korean Air's First Class Lounge, allowing passengers to indulge in rejuvenating Re-Nutriv skincare treatments before their flights. This will be available from July 17 to 24 at Korean Airlines First Class lounge at Incheon Terminal 2.

The Estée Lauder Skin Longevity Institute concept represents the intersection of luxury service and high science, allowing consumers to experience the benefits of the brand's breakthrough SIRTIVITY-LPä Age Reversal technology. The Skin Longevity Institute pop-up at Incheon Airport offers an array of luxury facial services for travelers with best-in-class Re-Nutriv products, from tension-relieving hand massages to sculpting treatments that define facial contours and awaken the eye area.



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"At Estée Lauder, our vision has always been to meet the evolving demands of our consumers. We know that luxury consumers across generations are prioritizing experiences and services in their beauty routines, in addition to high-performance products. The Skin Longevity Institute pop-up combines cutting-edge skincare with immersive luxury experiences, all inspired by our expertise in skin longevity science," says, Selina Thng, Vice President/General Manager, Estée Lauder Travel Retail Asia Pacific.

Chang-Kyu Kim, Vice President of Operation Division of Incheon International Airport Corporation shared his hope for more collaborations with Estée Lauder at this iconic airport, "It is especially meaningful that this beautiful pop-up is located in the heart of the airport, right in front of Shinsegae Duty Free, one of the most prominent and high-traffic areas in Incheon Airport. I hope this marks the beginning of many more engaging and high-quality collaborations between Shinsegae Duty Free and Estée Lauder in the future."

Jungwook Lee, Executive Vice President of the Merchandising Division at Shinsegae Duty Free, also emphasized the evolving role of retail activations in travel spaces: "Through this partnership, we are redefining what a pop-up can be — not just a retail space, but a curated destination where travelers can pause, explore, and truly enjoy the journey."

Travelers were encouraged to slow down and indulge in a series of luxurious rituals — from tension-relieving hand massages to sculpting treatments that define facial contours and awaken the eye area. To complement the journey, an iris art photography zone offers guests the chance to transform their unique iris patterns into bespoke digital portraits. These curated consumer activations represent Estée Lauder's ongoing commitment to personalized luxury experiences, enhancing travelers' journeys through meaningful engagement.



Re-Nutriv Ultimate Diamond Age Reversal Eye Crème on the cover of *Korean Air Inflight Magazine*