

Kiehl's illustrates Chinese New Year at Changi Airport



Kiehl's signature products, including Ultra Facial Cream, will be available at the Changi Airport pop-up in limited-edition Lunar New Year packaging designed by the illustrator Jonny Wan

Kiehl's Travel Retail Asia Pacific has announced its collaboration with world-renowned illustrator Jonny Wan in a Kiehl's Lunar New Year pop-up at Singapore Changi Airport.

The Year of the Pig pop-up will run from January 23 to February 28 and feature innovative technologies.

The brand's signature products, Ultra Facial Cream, Calendula Herbal Extract Alcohol-Free Toner and Creamy Eye Treatment with Avocado, will be available in limited-edition Lunar New Year packaging designed by the illustrator.

Known for his bold and diverse style, Wan has depicted a pig named Lucky who travels from New York City to Singapore to celebrate the Lunar New Year with his family and friends.

With the Singapore pop-up, Kiehl's will be bringing the Merlion statue into Changi Airport especially for the occasion to welcome travelers after their flight lands.

A Lunar New Year-themed virtual reality motorcycle and a fortune card machine will also be on-site to engage customers.

For each purchase at the pop-up store, Kiehl's will donate S\$1 (US\$0.75) to Singapore NPO,

ZEROWASTESG.

The pop-up will also work alongside the Buy Your Own Bag program to educate and remind shoppers to bring their own reusable bag and to make using reusable bags a social norm.