

Shiseido starts a sensory revolution with The Shilla Duty Free at Changi



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Shiseido Travel Retail, together with The Shilla Duty Free in Singapore and Singapore Changi Airport, has unveiled a brand-new pop-up concept for prestige beauty brand Shiseido.

The Shiseido S E N S E beauty pop-up, which will run until early June 2019, introduces state-of-the-art technology that immerses travelers in the brand story by stimulating the senses.

The pop-up, inspired by the Shiseido Forest Valley, gives travelers a glimpse of the multi-sensorial art installation and S E N S E activation at Jewel Changi Airport.

Philippe Lesné, President and CEO, Shiseido Travel Retail, said: “This Shiseido S E N S E beauty pop-up is a further step forward for Shiseido Travel Retail as we continue to innovate for the traveler experience. We aim to push boundaries by revolutionizing the customer experience through non-traditional retail experiments, and this pop-up embodies that commitment.

“Together with our partners, The Shilla Duty Free in Singapore and Singapore Changi Airport, it is rewarding to bring something so fresh and forward-thinking with those who reflect a similar ambition. This activation, along with our Shiseido Forest Valley at Jewel Changi, really paves the way for what can be expected from Shiseido Travel Retail in the future as we look to elevate our consumer engagement and digital storytelling.”



Officials and representatives at the pop-up opening from Singapore Changi Airport, Shiseido Travel Retail, and The Shilla Duty Free in Singapore

Said Jeff Lee, Managing Director of The Shilla Duty Free Singapore: “The Shilla Duty Free in Singapore is committed to presenting fresh and inspiring engagement activations for our travelers and this strategic partnership with Shiseido Travel Retail is one example of this commitment. We are proud to work alongside other companies who share our same ambition of revolutionizing the retail experience. The technology in this pop-up is sure to draw in travelers and send them on their onward journey with a memorable experience.”

Ms Teo Chew Hoon, Group Senior Vice President, Airside Concessions at Changi Airport Group, added: “This innovative outpost marks yet another successful collaboration by Singapore Changi Airport with Shiseido Travel Retail and The Shilla Duty Free in Singapore. This experiential outpost gives visitors a glimpse of what to expect at Jewel Changi Airport while transforming the physical pop-up into a unique, multi-dimensional space that passengers can explore exclusively at Changi.”

The journey through the Shiseido S E N S E beauty pop-up begins at the registration point, followed by various engagement zones including The Beauty Forest, The Beauty Escape and The Beauty Bar.

Visitors use a digital map on their mobile phone to navigate the journey and collect digital stamps at each checkpoint, which, once completed, can be used to redeem a limited-edition Shiseido x Changi Jewel tote bag.

The Beauty Forest

At the Beauty Forest, travelers can create their own avatar within two seconds of stepping into a scanner, which conducts a 360-degree body scan.

Shooting more than 100 photos per second, the scanned images are processed into a video to create a personalized avatar, which dances through the Shiseido Forest Valley.

The video will be sent to their email for easy sharing on social media platforms such as Weibo, WeChat, Facebook and Instagram. The full video can be seen here:

The Beauty Escape

At the Beauty Escape checkpoint, travelers' senses are further awakened with the scent of Ultimune and specially-curated music by Shiseido.

The Ultimune scent, which was created by Dr Tomonori Ueda, Shiseido's Senior Fragrance Design Researcher, contains a combination of soothing aromatic notes of rose and lotus.

Headsets are also available for users to listen to music composed by sound artist Yota Morimoto. The four types of music, which correlate to the four seasons, is a blend of natural elements and Japanese and Western instruments, to recreate the sounds of a natural forest. Both scent and music are backed up by science to promote feelings of relaxation, stress relief and of new energy.

The Beauty Bar

At the Beauty Bar, Shiseido brings brand storytelling to the next level with augmented reality. Using their mobile phones, visitors are able to learn, in an interactive way, more about the ingredients, technology and benefits of Shiseido's best-sellers, such as the Ultimune Power Infusing Concentrate.

Visitors can also receive a detailed skin check with the Handy Skin Sensor by Shiseido's beauty consultants at this checkpoint.

Travelers are invited to journey through the Shiseido S E N S E beauty pop-up beside The Shilla Duty Free Changi Airport Store in Terminal 1, Departure Transit Hall at Singapore Changi Airport from now until early June 2019.