

SK-II launches interactive social retail pop-up



With the ability to personalize its entire store front design with a gamified experience via WeChat, SK-II's House of Miracles takes personalization to the next level; images provided by SK-II (see more below)



Taking personalization to the next level, SK-II's interactive social retail pop-up, House of Miracles, offers customers not only the chance to learn about their skin and the brand's signature PITERA™, but also receive customized product recommendations and the ability to personalize its entire store front design with a gamified experience via WeChat.

The Miracle Generator

Upon entrance, shoppers are encouraged to download the store's WeChat Mini Program digital companion — a miracle generator that gamifies the shopping experience. As shoppers browse the store and wait in-line, they can collect, grow and customize "Miracles" via the platform.

The Miracle Scan

Shoppers can also enjoy a personalized skin analysis with SK-II's latest contactless skincare counselling innovation — the Mini Magic Scan. SK-II's Mini Magic Scan is an AI-enabled skin analysis tool that allows visitors to gain understanding of their skin strengths and potential, unlock their skin age, as well as receive personalized skin analysis and personalized product recommendations in a mere three minutes.

The Wall of Miracles

Shoppers can experience PITERA™ and SK-II products in a whole new way by discovering the content with intuitive eye-tracking technology. By simply looking at a product on the wall, they can embark on a personal skincare learning journey about PITERA™ and pick up key information and benefits about SK-II's core products.

The Miracles Tester Bar

As an ode to PITERA™, a Miracle Chandelier and tester bar is located on-site. Every time a shopper picks up a bottle of iconic PITERA™ Essence it triggers a delightful celebration of light from the Chandelier.

The Miracle Broadcast

When shoppers check out, they are invited to scan their customized Miracles to broadcast via the store's interactive digital store skin, which is made out of floor to ceiling edge-to-edge LED screens. This allows them to personalize the store façade with their very own created Miracles in a visually impactful display.

The SK-II House of Miracles pop-up in Hainan is part of the brand's ongoing foray into retail innovation and a global transformation to connect with a new generation of consumers who are yearning for more meaningful experiences with the brands they know and trust.

SK-II has launched several pop-up Stores in Hainan, Tokyo, Shanghai, Singapore, and even in the Consumer Electronics Show (CES) and China International Import Expo (CIIE).

The SK-II pop-up is located in the Haiyang Bay Duty Free Shopping Centre and Haikou Mova Mall by China Duty Free Group and will be open for a limited time from June 1 - 29.





