

# SK-II witnesses a House of Miracles



At SK-II's House of Miracles social retail pop-up store shoppers can learn about their skin and the brand's products via a gamified experience on WeChat

Prestige beauty brand SK-II has launched House of Miracles, a personalized and interactive social retail pop-up store.

Shoppers can learn about their skin, SK-II's signature Pitera Essence, receive customized product recommendations, and personalize its entire store front design with a gamified experience on WeChat.

When shoppers arrive at the entrance to the House of Miracles, they are encouraged to download the store's WeChat Mini Program digital companion that gamifies the shopping experience.

Shoppers collect and grow Miracles in WeChat as they shop throughout the store and customize their Miracle as they wait in line to check out.

They can also enjoy a personalized skin analysis with SK-II's latest contactless skincare counseling innovation — the Mini Magic Scan.

This AI-enabled skin analysis tool allows visitors to understand their skin as well as receive personalized skin analysis and product recommendations in three minutes.

No direct facial contact is needed as it can detect fluctuation of skin at pixel level and assess its stability by homing in on three zones - eye, cheeks and mouth - using facial recognition.

Shoppers can learn about Pitera Essence and SK-II products in a new way with eye-tracking technology, simply by looking at a product on the wall.

When they enter, shoppers encounter the Miracle Chandelier and tester bar. Every time a shopper picks up a bottle of Pitera Essence it triggers a celebration of light from the Chandelier.

When shoppers check out, they are invited to scan their customized Miracles to broadcast it on 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 facade with their own created Miracles in a visually impactful display.

### **Hainan pop-up store**

SK-II has launched several physical pop-up stores in Hainan, Tokyo, Shanghai and Singapore, as well as at the Consumer Electronics Show and China International Import Expo.

The SK-II House of Miracles Pop Up Store in Hainan is part of the brand's ongoing foray into retail innovation to connect with a new generation of consumers "who are yearning for more meaningful experiences", SK-II said.

The SK-II House of Miracles pop-up store is located in the Haitang Bay Duty Free Shopping Centre and Haikou Mova Mall by China Duty Free Group (CDFG) and will be open from 1 to 29 June 2022.