

Coty TR Asia Pacific unveils fragrance pop-up at Changi Airport



The 'Fly With Me' fragrance pop-up is located in Terminal 1 of Singapore's Changi Airport

[Coty](#) Travel Retail Asia Pacific has partnered with [Changi Airport Group](#) and [The Shilla Duty Free](#) to unveil 'Fly With Me' – a multi-brand fragrance discovery pop-up store. The pop-up features brands like Burberry, Chloé, Marc Jacobs, and Miu Miu, and is open in Terminal 1 of Singapore's Changi Airport from April 15 to May 24.

According to the company, "Alongside this launch, Coty celebrates a new partnership milestone with Alipay+, global cross-border mobile payments and marketing solutions operated by Ant Group, in Singapore as the first destination outside of China and Greater China region to introduce Alipay Super Brand Day."

In addition, travelers will be able to find the exclusively pre-launched Marc Jacobs Daisy Paradise Limited Edition, and be one of the first in Asia Pacific to get hold of the three new seasonal Marc Jacob Daisy Paradise fragrances. Coty will also introduce the world's first exclusive multi-way tote bag as a complimentary gift with purchase.

Tracy Chen, Coty Travel Retail Asia Pacific Vice President, said: "We are excited to introduce immersive O2O activation with Coty's most signature fragrances through 'Fly With Me.' As an industry leader in fragrance, Coty have always had a close and symbiotic relationship with Changi Airport Group and Shilla Singapore. With Chinese consumers forming an important customer group, our partnership with Alipay+ further enables us to engage them through innovative mobile payment and digital solutions."

Changi Airport Group's Managing Director of Airside Concessions Teo Chew Hoon added, "We are excited about this partnership with Shilla Duty Free and Coty, whose recent collaboration with Alipay augments the omni-channel shopping experience and allows passengers to unlock exclusive deals even before they arrive in Changi Airport. The games and immersive activities, which enable Coty's iconic brands to form deeper connections with customers, also elevate the overall experience for our passengers."

Jeff Lee, Vice President, Managing Director of The Shilla Duty Free Singapore, said, "Through 'Fly With Me,' we are proud to collaborate with Coty to invite travelers to create their own fragrance journey and explore various signature scents through a unique experience that taps into every individual's personal taste and preference."

Activities at the pop-up include a gamepad for olfactive discovery, where travelers can diffuse selected scents by operating a joystick. For those who are seeking an adventure, the flight stimulator at the pop-up offers an interactive experience where they can fly their own plane and beat high scores. A multi-scent tablet is also available for shoppers who are looking to choose their dream perfume.

The multi-brand pop-up includes fragrances from many of Coty's iconic brands.

"Burberry brings an enthralling marriage of strength and subtlety to 'Fly With Me' with Burberry Hero, a fresh, luminous and bold scent for the enigmatic and adventurous traveler. The fragrance features warm cedarwood oils that culminate in a vibrant crescendo. For the effortlessly stylish and natural, Burberry Her is a modern and romantic scent. Burberry Her Eau de Parfum comes with a burst of red and dark berry notes lightened by a luminous, white woody accord, while Burberry Her Eau de Toilette balances joyful fruity notes over an addictive drydown.

"Chloé draws on the classic rose to create a modern and timeless perfume and explores the fresh and romantic with Signature Eau de Parfum, the ultimate feminine scent. In contrast, the Nomade Eau de Parfum embodies the freedom-loving and independent woman as it is imbued with the delicate, scented warmth of a fantasy destination.

"Marc Jacobs maintains a distinct authenticity that's rooted in the philosophy of merging the everyday and the extraordinary. This year, the Daisy Paradise Limited Edition fragrances are a novel, seasonal twist on the classic Daisy scents, with each fragrance featuring unique pink and purple hued notes that bring out the comforting feeling of the warm sun touching the earth. The collection captures the free-spirited allure of a sunset walk through a field of blooming flowers through Paradise.

"Miu Miu pays a tribute to reassuring emotions, warm sensations and carefree femininity. Inspired by the Mango Pomelo Sago dessert, the new Miu Miu Fleur de Lait Eau de Parfum embraces the senses thanks to delicious notes of juicy mango, delicious osmanthus petals, and the velvety aroma of coconut milk, creating a fruity-floral fragrance that is bold and refined."