

KrisShop gets into holiday spirit with Krismas Wonderland



KrisShop has opened its online Krismas Wonderland gifting promotion with festive deals on leading brands.

Running from now until December 27, the KrisShop campaign highlights up to 50% off best-selling items from brands such as Bacha Coffee, Kavalan, Sennheiser and Trusens.

Customers can enjoy 12% off on two items purchased and 22% off on three or more items purchased.

UOB cardholders have an added promotion of S\$20 (US\$15) off a minimum spend of S\$250 (US\$183), while KrisFlyer UOB cardholders enjoy S\$30 (US\$22) off the same minimum spend plus 1,000 bonus KrisFlyer miles.

From December 6 to 17, KrisShop is putting together 12 days of surprises to get customers in the spirit of Christmas. The daily deals will appear on KrisShop's Instagram page, featuring giveaways and exclusive promo codes.

Customers can also take part in mini games such as "Finish the Lyric", "Spot Rudolph" and a virtual scavenger hunt, where they could win up to S\$400 (US\$300) worth of KrisShop e-vouchers.

KrisShop is also giving away three grand prizes - an Apple Watch, a Skin Inc Set and a Philips monitor. To participate, customers must tag a friend in an Instagram post with a gift that they would like them to receive.

Also this festive season, KrisShop has officially launched on Singapore Airlines' lifestyle mobile rewards app Kris+, so customers can shop KrisShop brands seamlessly on this channel.

KrisPay miles are offered with every purchase and shoppers can earn three KrisPay miles per S\$2 (US\$1.50) spent and transfer miles to their KrisFlyer account or offset future KrisShop purchases at a redemption rate of 125 KrisPay miles per S\$1 (US\$0.73).

To celebrate the launch, KrisShop is further boosting earn rates to nine KrisPay miles per S\$1 spent for KrisShop purchases from December 6 to 31, 2021.