

KrisShop takes a gamble on Singapore Airlines poker set



The Singapore Airlines Limited Edition Poker Set is embellished with the batik print, inspired by the native flowers of Singapore

Following the success of Singapore Airlines' Mahjong Tiles game, which sold out within two weeks last December, omnichannel retailer KrisShop has introduced a limited-edition poker set to its lifestyle product range.

The Singapore Airlines Limited Edition Poker Set is a luxurious poker collection created under its concept store for exclusive collaborations featuring the Singapore Airlines motif, Batik Label by KrisShop.

Cast in navy blue and accented in gold, every element in the set – from playing cards and poker chips to dice shaker and casing – is embellished with the batik print, inspired by the native flowers of Singapore.

The set also features distinctive aircraft emblems in each suit. The full collection is presented in a box, dressed with an aircraft window.

With deliveries beginning on December 15, the poker set is now only available for pre-order. Pre-orders are open exclusively to KrisFlyer members from now until December 15 and thereafter, pre-orders will be available to all shoppers.

Retailing at S\$318 (US\$235), the set comes complete with two bespoke poker decks, one dice shaker, six gold aluminum dice, one dealer/player button, blind buttons and 350 poker chips (100 gold, 100 blue, 50 purple, 50 red, 50 green).

Poker players can complete their experience with a non-slip poker mat, retailing at S\$59 (US\$44) for standalone purchases and S\$45 (US\$33) when purchased as an add-on to the set. Featuring batik motifs and covered with neoprene and a rubber-lined bottom, the mat can be rolled up into a carry case that comes with the purchase.

Other exclusive Batik Label lifestyle items include the recently launched Banyan Tree Singapore Airlines On-the-Go Rejuvenation Essentials Kit Set and the TWG Tea Sky Blossom.

Additional Batik-inspired items will be introduced in the months ahead, including a scent series called Batik Flora. A collaboration between Singapore Airlines and Scent by SIX, a Singapore-based artisanal perfume label, the signature floral scent will be available as an EDT, reed diffuser and room mist.