

The Shilla Duty Free launches “Super X’mas, Super Gifting” campaign at Hong Kong International Airport



The Shilla Duty Free is having its year end promotion campaign at Hong Kong International Airport

Beauty&You, the travel retail concept by The Shilla Duty Free, has launched its year-end special promotional campaign at the Hong Kong International Airport (HKIA).

This year's theme is titled “Super X’mas, Super Gifting”, and Beauty&You has curated an array of holiday exclusives with great savings, as well as brand activations and personalization services to inspire last-minute gift shoppers with a wide range of Christmas gift-giving ideas.

To celebrate the season of giving, Beauty&You will be giving out free cotton candy and exclusive shopping coupons at their Christmas booth, located at the Food Court Floor.

Additionally, from now until December 25, a specially installed Super Gifting capsule machine at the Beauty&You East Hall South and East Hall North stores will grant travellers with the opportunity to win from over 10,000 deluxe beauty miniatures or travel experience sets upon purchases of over HK\$2,000 (US\$257).



The Super Gifting Machine will be giving out special treats until December 25 at the East Hall South and East Hall North areas

Beauty&You has also partnered with Chanel and Lancôme to create a memorable festive atmosphere at the store's experiential spaces. The East Hall North Curated Zone has been transformed into a winter wonderland with iconic Chanel white visuals, featuring a snow-globe centrepiece to highlight the limited holiday edition Chanel N°5 fragrance and make up selections.

Separately, the Curated Zone at East Hall South has been transformed into a Lancôme Christmas pop-up featuring seasonal gift ideas, allowing customers to customize their own gifts. Fresh roses and perfume samples will also be handed out to customers to experience the happiness of gifting.