

Kiehl's celebrates Chinese New Year at Changi Airport



Cutting the ribbon at the Kiehl's launch are (from left:) Johnny Wan, Artist of Kiehl's Lunar New Year Limited Edition; Gwyn Sin, General Manager of Changi Airport Group Airside Concession Operations; Taemin, SHINee Member; Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific; Phil Yoon, Managing Director of The Shilla Duty Free and Pek Hai Lin, Manager of ZerowasteSG

The Kiehl's exclusive pop-up is a colorful, welcoming space with a host of interactive stations designed to capture customer attention. The bright red theme epitomizes the essence of the forthcoming Lunar New Year, symbolizing good fortune. Through its collaboration with illustrator, Jonny Wan, Kiehl's has created a fun and cheeky character called Lucky the pig, who navigates his route home from New York to Singapore, inviting travelers to join him on his journey.

Asia Duty Free Magazine spoke to Petrina Kho, General Manager of Kiehl's Travel Retail Asia Pacific, at the launch. When asked about the strategy behind the event, she said: "We wanted to celebrate Lunar New Year with travelers by highlighting Kiehl's 160 plus years of brand heritage. It feels natural to tie the link between New York City, where our headquarter is, with Asia. The reception today confirms we have made the right decision."

The partnership between Kiehl's, The Shilla Duty Free, and Changi Airport Group started in 2014. Kho believes that these three companies share the same values and feels that this Changi-first pop up will elevate customer's shopping experience. Travelers visiting the pop up will be able to purchase limited edition products, take advantage of exclusive offerings and play interactive games designed with

Wan's graphics.

In March, following on from the pop up and capitalizing on the raised awareness of Kiehl products, the company will launch its NEW Ultra Facial Cream with ultra clean formula to remove parabens for an improved experience. Commenting on this new offering, Kho said: "Without compromising the experience and performance via the removal of parabens, the new Ultra Facial Cream comes with stronger and proven efficacy that helps your skin be 1.7x more hydrated."

At the pop up launch, the company announced its collaboration with ZeroWasteSG, a non-profit and non-governmental organization dedicated to help Singapore eliminate the concept of waste, through its BUY Your Own Bag program. Kiehl's has pledged to donate SGD\$1 (US\$0.75) for each purchase in the pop-up store. Kho also passionate about community outreach saying: "We believe that a worldwide international company must have a purpose for its existence, to go beyond the everyday work, and make better the community we operate. Even smallest change or action can make a big difference to the entire world."





K-pop star Taemin joined in the pop-up celebrations, posing with Singapore's iconic Merlion