

Beauty&You By The Shilla Duty Free introduces “Super Price of the Month” at HKIA



Beauty&You By The Shilla Duty Free has embarked on a year-long “Super Price of the Month” campaign to increase footfall and conversion during peak and low travel seasons at Hong Kong International Airport

Beauty&You By The Shilla Duty Free has today announced its “Super Price of the Month” campaign to drive sales growth at the Hong Kong International Airport (HKIA). The campaign offers up to 30% off on over 30 skincare, make-up, perfume and travel sets from best-selling brands such as Estée Lauder, Lancôme, SK-II, Sulwhasoo, Kiehl's, Shiseido, Clarins, and more.

This new campaign sees Beauty&You offering attractive promotions for a wide range of product selections at the Hong Kong International Airport (HKIA) every month. In a press release, the retailer said that its focus was on “creating comprehensive shopping journeys for customers.”

Commenting on the campaign, Changha Shin, Managing Director of Shilla Travel Retail Hong Kong Limited said: “We are pleased to introduce Super Price of the Month as a strategic year-round initiative at all Beauty&You stores exclusively at HKIA, in order to increase footfall and conversion during both peak and low travel seasons.”

“Offering attractive savings for our best-selling products and travel exclusives on a monthly basis, we will regularly review and compare retail prices with the market to customize offers for the diverse, discerning and informed passengers and customers at HKIA, one of the largest airports in the world.”



Customers can enjoy up to 30% off on over 30 skincare, make-up, perfume and travel sets from best-selling brands such as Estée Lauder, Lancôme, SK-II, Sulwhasoo, Kiehl's, Shiseido, Clarins, and more

To publicize the campaign, Beauty&You put up extensive advertisements across different touchpoints, including pre-departure, within terminals and in-stores. Additionally, the retailer also shared the information on the social media platforms and utilized influencer marketing and partnerships with payment providers such as Alipay and WeChat to raise awareness about the campaign.

The "Super Price of the Month" campaign is available at Beauty&You stores in HKIA and on HKairportshop.com