

Coty and Shilla announce partnership to strengthen digital transformation

COTY – THE SHILLA DUTY FREE DIGITAL JBP CEREMONY

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From left: Coty Travel Retail Asia Pacific Vice President Tracy Chen, Coty Global Travel Retail Senior Vice President Guilhem Souche, The Shilla Duty Free Executive Vice President Tae-Ho Kim and The Shilla Duty Free E-Commerce Division Vice President Bo-Yeon Kim

[Coty Inc.](#) has announced its strategic digital partnership with [The Shilla Duty Free](#) to enhance their digital transformation as they innovate to meet travel retail consumers' rapidly evolving needs.

According to the company, the partnership aims to redefine the online and offline shopping experience by creating new ways of engaging with travelers. Since 2022, their partnership has provided consumers with unique digital experiences, such as its virtual class on the metaverse in beauty. An industry-first event in the duty free sector, the metaverse beauty class generated 3.5 times more engagement than the initial target and an 80% increase in the number of customer transactions compared to previous events.

With additional activations expected throughout 2023, the two companies are currently working to introduce a new masterclass that will span multiple metaverse locations across Korea, Singapore, and Hong Kong, China. Advanced digital technologies, such as augmented reality (AR) and virtual reality (VR) simulations, will be used to enhance consumer engagement, providing users with a novel and immersive way of interacting with Coty's vast portfolio of brands and products. The integration of AR and VR technology will redefine digital shopping experiences while providing consumers with unforgettable moments of creativity and discovery.

Through this collaboration, Coty will leverage The Shilla Duty Free's platform to unveil exclusive product launches with retailers, including unique content and captivating concepts. By providing consumers with exclusive access to Coty's latest offerings, the partnership aims to generate excitement in anticipation of product launches, in turn driving higher consumer loyalty and engagement. In April 2023, the two companies collaborated to unveil "Fly With Me," a multi-brand fragrance discovery pop-up that made its Asia debut at the renowned Changi Airport in Singapore.

"We are ecstatic to announce this impactful partnership with Coty, a beauty industry leader renowned for its unparalleled expertise in digital innovation and customer-centricity," said Bo Kim, Vice President of The Shilla Duty Free E-Commerce. "This partnership will empower us to build on each other's strengths as we continue to drive our digital transformation initiatives in the future, united by our shared commitment of providing consumers with exceptional experiences, however they shop. We are eager to explore the cutting-edge digital solutions that will elevate our collective journey to new heights and set new standards for the industry."

Tracy Chen, Vice President of Coty Travel Retail Asia Pacific added, "The Shilla Duty Free has always been an invaluable partner to Coty, especially in our pursuit of innovating the consumer experience in a post-COVID-19 world. As we seek to further unlock the digital-centric mindset and the common aspirations we share, this collaboration will not only enhance consumer experiences in Korea, but also have a cascading impact across the travel retail industry, particularly as we continue to expand to other strategic locations including Hong Kong, Macau, and Singapore."

With the common objective of reshaping the digital shopping landscape and delivering unforgettable consumer experiences, the strategic partnership between Coty and The Shilla Duty Free reflects both parties' shared vision of embracing digital transformation and accelerating innovation in the beauty and fragrance industries.