

Kiehl's x Shinsegae team up with local non-profit to make merry



A winter wonderland, the 360-degree holiday pop-up featured a series of play zones that encouraged customers to take part in holiday fun, give back to the community and discover Kiehl's best-selling products worldwide

The finest skincare apothecary from New York, Kiehl's, took the season's festivities to the next level with the launch of its first ever "Make It Merrier with Kiehl's" pop-up at Shinsegae Duty Free Myeongdong. Mr. Bones invited all travelers to enter the merry world of Kiehl's, a winter wonderland featuring his favorite hometown holiday activities from skating in Central Park to caroling in Washington Square.

Running from December 13 - December 15, the pop-up was launched in partnership with Shinsegae Duty Free and designed to heighten shoppers' engagement through a consumer-centric, digitalized experience alongside a bold collaboration with Finnish graphic artist and illustrator, Janine Rewell, and a celebrity appearance by K-pop and R&B star, Eric Nam.

A series of play zones encouraged customers to take part in holiday fun, give back to the community and discover Kiehl's best-selling products worldwide. Customers had the opportunity to ride on a real snowmobile and embark on a snowy adventure in a VR game.

To give merry to its community building commitment, the company teamed up with the non-profit organization Room to Read to promote children's literacy. By sharing their favorite childhood storybook at the event, the accumulated booklist by visitors will be used for Room to Read's future book purchase reference. From November 1 - December 31, the brand will donate \$1 (USD) to

support the education of children in need with every purchase of the Ultra Facial Cream 125-milimeter Holiday Limited Edition.

Petrina Kho, General Manager, Kiehl's Travel Retail Asia Pacific, says: "Holiday is a joyous time of the year and Kiehl's is delighted to push the boundaries of disruptive and engaging retail expression with Shinsegae Duty Free through our immersive 'Make it Merrier with Kiehl's' holiday pop-up. In the spirit of giving and sharing, we are pleased to invite our shoppers to join us in making a difference to children's lives through education support with non-profit global organization Room to Read."

Dr. Geetha Murali, Chief Executive Officer, Room to Read, adds: "Kiehl's is a brand that is well-known for its products and commitment to a brighter future. We are proud to partner with Kiehl's to support children's literacy, helping young girls and boys design their own destinies. This holiday season is an amazing opportunity to support communities around the world, as they experience the life-changing benefits of education. This transformational social impact makes the holiday festivities more meaningful."