

Kilian Paris opens first airport location at Singapore Changi in partnership with Shilla Duty Free



The Kilian Bar concept at Singapore Changi Airport

Luxury perfume brand [Kilian Paris](#) has introduced its Kilian Bar concept to Singapore Changi Airport, marking its first airport location worldwide. In partnership with [Changi Airport Group](#) and [Shilla Duty Free](#), the pop-up experience at Changi Airport Terminal 3 runs from June 1 to July 11,

"The Estée Lauder Companies is delighted to partner with Changi Airport Group and Shilla Duty Free to bring global travel retail's first immersive Kilian Paris pop-up retail experience to Changi Airport Terminal 3," said Sung Pak, SVP/GM, Travel Retail Worldwide, Kilian Paris. "As demand for luxury travel experiences continues to grow, travel retail is an exciting channel for consumers to discover and experience new brands and exclusive products that they cannot get anywhere else. With the Kilian Paris pop-up at Changi Airport Terminal 3, we are inviting travelers to immerse themselves in the ultra-luxurious and timeless sophistication of Kilian Paris, elevating their travel experience and helping them to create long-lasting memories."

The activation celebrates Kilian Paris' French heritage and pursuit of ultimate luxury. The pop-up invites travelers to experience the ultimate sophistication and timeless luxury of the brand through three distinctive elements. Travelers begin their journey at the Digital Fragrance Finder to uncover their signature Kilian Paris scent. Then, they are transported to the Kilian Bar - the centerpiece of the pop-up - where they can sample Kilian Paris' extensive menu of fragrances while sipping on creative

cocktail concoctions inspired by Kilian's signature scents. To complete the journey, travelers can capture memorable photo moments while grooving to Kilian Hennessy's personal curated playlist at the Kilian Paris Don't be Shy Silent Disco.

"At Changi Airport, we are constantly on the lookout for ways to pleasantly surprise travelers who step through our gates. With its novel and fun elements, like the Kilian Bar which serves cocktails and the Don't be Shy Silent Disco, the Kilian pop-up at Terminal 3 will bring an element of excitement to our passengers. We're proud to partner with Shilla Duty Free and The Estée Lauder Companies to bring this experience to life," said Teo Chew Hoon, Managing Director of Airside Concessions, Changi Airport Group.

Jeff Lee, The Shilla Duty Free Singapore VP, Managing Director added, "As one of the world's leading travel retailers, we are thrilled to partner with The Estée Lauder Companies and Changi Airport Group to introduce new brands such as Kilian Paris to the travel retail space and strengthen our offerings for travelers at Changi Airport. In addition to the pop-up experience at Terminal 3, travelers can also purchase Kilian Paris at the newly opened Terminal 2 Central Store, as well as at Terminal 4 Central Store in Q4 2023. We hope that travelers will be inspired by Kilian Paris' prestigious brand heritage and luxurious approach to fragrances through these retail experiences."



A closer look at the Kilian Paris pop-up

On June 16, a "Don't Be Shy" Airport Party was held to mark the launch. Brand founder Kilian Hennessy made a special appearance at the event, offering personalized fragrance consultations on-site to help guests discover their Kilian Paris fragrance.

The Kilian Paris pop-up experience also unveiled the brand's newest addition to The Liquors collection - Blue Moon Ginger Dash. Inspired by Hennessy's favorite summer cocktail, the Blue Lagoon, the

fragrance evokes the essence of the French Riviera by combining notes of lemon essence and Calone for a refreshing touch, complemented by a vodka accord, organic ginger essence from Madagascar, white musk, and Ambroxan. Presented in a distinctive bottle, the fragrance showcases an electric blue base reminiscent of art deco crystal cocktail tumblers. Other popular scents in The Liquors collection include Angels' Share, Apple Brandy on the Rocks, and Roses on Ice.

At the event, guests enjoyed a bartender showcase by an award-winning mixologist, who served up two cocktails inspired by the Liquors Collection – Angels' Share and Blue Moon Ginger Dash.