

KrisShop launches digital festival to celebrate milestone moment



Featuring a string of exciting events and initiatives, KrisShop's month-long Anniversary Bonanza will run until September 2 and recognize the continued support of fans and followers

This August, KrisShop kicks off a month-long Anniversary Bonanza to celebrate another year of success. Amid an unprecedented season, KrisShop has kept in top flight through transformative efforts and seeks to commemorate this milestone with a digital festival for fans, followers and cherished consumers. From games to grooves and deals to desserts, the digital festival will feature an exciting string of events.

Since its re-branding in 2019, KrisShop has evolved from serving as the in-flight duty free shop of Singapore Airlines to become a full-fledged omnichannel retailer. Its flagship e-commerce, KrisShop.com, remains at the heart of its engagement and continues to bolster the brand's ability to enable consumers to buy without flying and receive purchases on their doorstep.

During the past twelve months KrisShop has made strides to pivot amid the COVID-19 pandemic, which has led the omnichannel retailer to more than doubling its collection of curated, homegrown and global brands on [KrisShop.com](https://www.krisshop.com). Presently, the website boasts an extensive collection of lifestyle items across twelve product categories.

The year also marked a number of significant collaborations including a tie-up with Singapore Tourism Board to spotlight local designers and the vibrancy of Singapore's retail scene and a partnership with SIA to offer an industry-first inflight live online shopping, with KrisShop's e-commerce platform available via the KrisWorld in-flight entertainment system.

To celebrate and recognized shoppers for their support, fans and followers can look forward to a suite of irresistible initiatives from now until September 2, covering the gamut of store-wide promotions, social media giveaways, a Spotify playlist and even a mouth-watering cook-out featuring celebrity

chefs.

Deals at a steal

During the anniversary month, savvy shoppers can look forward to a series of steals, starting with 20% off regular-priced items site-wide with a minimum spend of S\$250 and an additional S\$20 off for American Express cardholders.

It's double the delight with month-long mega deals, toting up to 60% off a host of brands including Bang & Olufsen, Kavalan, LG, Skin Inc and SMEG. Participants can also expect daily surprises, curated to make even the best buys better with charming treats like promo codes and further discounts on brands such as Bally, Kinohimitsu, Laneige and SAITO.

Games & giveaways galore

Those who fancy a little fun are in for a treat with a gamut of mini games via social media, coupled with weekly giveaways featuring Sennheiser headphones, Nintendo Switch Lite and even one coveted set of the exclusive SIA mahjong tiles. For bragging rights on possessing the greatest elephant memory, shoppers can take part in a memory game to win attractive promo codes.

Music madness

In between shopping and social-gaming, bonanza-goers can get their jam on with a curated Spotify playlist, featuring tunes by Coldplay, The Weeknd and Zedd. KrisShoppers can invite friends over for board games and beverages – after all, life is a celebration best enjoyed with mates and music.

In the mood for food

No bonanza is complete without a feast. Upping the ante from last year's Fiesta, KrisShop presents a mouth-watering cook-out welcoming celebrity chefs including award-winning food blogger, Dr. Leslie Tay and renowned local pastry chef, Janice Wong. Check out KrisShop's social media channels for details on when and where to catch the culinarians in action.