

Shilla Duty Free introduces Sulwhasoo's limited-edition Ginseng Skincare set

Sulwhasoo X THE SHILLA
duty free



The Shilla Duty Free has collaborated with Sulwhasoo to launch the limited-edition First Care Capturing Moment & Concentrated Ginseng Skincare Set



The skincare set is available at all The Shilla Duty Free stores in Singapore, Korea, Hong Kong and Macau

Shilla Duty Free has launched the Sulwhasoo's limited-edition First Care Capturing Moment & Concentrated Ginseng Skincare Set in stores.

The set, which uses the prized Korean ginseng as an ingredient, features three of Sulwhasoo's bestsellers – the First Care Activating Serum EX Capturing Moment, Concentrated Ginseng Renewing Water, and Concentrated Ginseng Renewing Emulsion. According to Shilla, the set provides an anti-aging skincare solution to revitalize the skin.

The First Care Capturing Moment & Concentrated Ginseng Skincare Set will be sold at The Shilla Duty Free stores in Singapore, Korea, Hong Kong and Macau from today onwards. The global exclusive set is priced at USD187 in South Korea, SGD256 (US\$189.10) in Singapore, HKD1,450 (US\$184.70) in Hong Kong, MOP1,494 (US\$184.90) in Macau respectively.

Explaining the rationale behind the launch, David Park, Senior Vice President, Global Travel Retail Division of Amorepacific said: "Just the thought of travelling fills us with excitement, because special experiences present themselves when we least expect them. We wanted to greet customers with a unique Sulwhasoo offering that they can encounter only during their travels, and as such, we are pleased to work with The Shilla Duty Free to introduce the First Care Capturing Moment & Concentrated Ginseng Skincare Set exclusively in their stores." Amorepacific Group owns the Sulwhasoo brand as well as other Korean skincare and make-up brands such as Laneige, Mamonde, Etude House, and innisfree.

Mr Young Hoon Kim, Executive Vice President of The Shilla Duty Free said: "Beyond being a retail point, Shilla hopes to elevate the travel experience through such collaborations with our valued partners, such as beauty powerhouse Amorepacific. We are confident that our customers will truly be

captivated by this special set, making their journeys ever more memorable.”