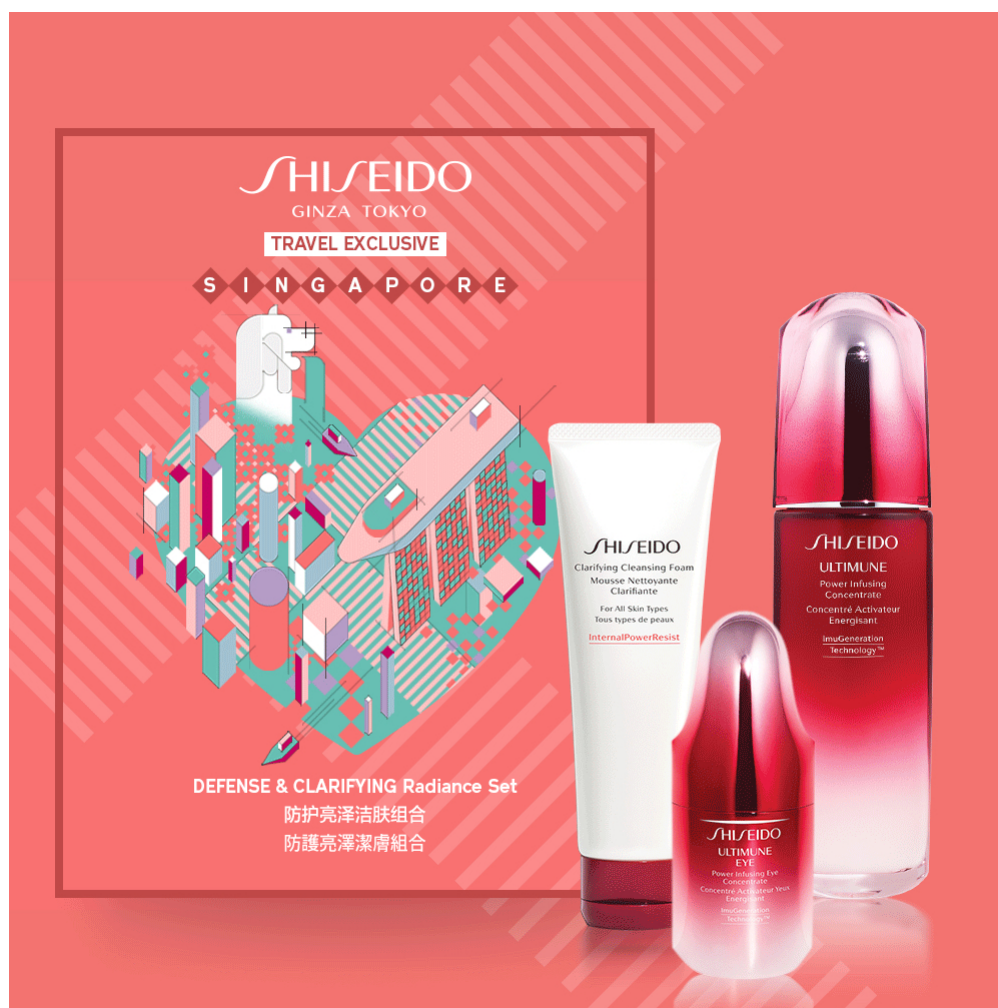


# Shilla Duty Free launches global exclusive Shiseido Defense & Clarifying Radiance Set



The Singapore limited-edition Shiseido's Defense & Clarifying Radiance Set

The Shilla Duty Free has collaborated with Japanese beauty brand Shiseido to launch a new global exclusive – the Shiseido Defense & Clarifying Radiance Set.

The set consists of three of Shiseido's bestsellers – Ultimune Power Infusing Concentrate N (100ml), Ultimune Power Infusing Eye Concentrate N (15ml), and Shiseido Clarifying Cleansing Foam (125ml).

The Ultimune Power Infusing Concentrate N is a serum that improves the skin's immunity and tackles skin aging and damage from external factors. The Ultimune Power Infusing Eye Concentrate N is an eye serum that features a Smoothing Defense Complex to protect against multiple signs of aging. The Shiseido Clarifying Cleansing Foam is a rich foaming cleanser that contains Micro White Powder and white clay to whisk away impurities, excess skin-dulling surface cells, pollutants and oxidized substances.

Through the Shiseido Defense & Clarifying Radiance Set, Shiseido aims to inspire young travelers to experience the world's beauty to fuel their growth through their heart, mind and soul – their "Kokoro".

To capture the essence of Kokoro, Shiseido worked with famous Japanese artist, Shun Sasaki, to highlight the unique cultural elements of the featured countries – Singapore, Hong Kong and Korea in the packaging design. The Singapore design features local icons such as the Merlion and Marina Bay 1

Sands, while the Hong Kong set features the busy streets of the metropolitan city and the Korea set spotlights on its symbolic flag.

“It is a great pleasure to collaborate with Shiseido to introduce the Shiseido Defense & Clarifying Radiance Set to our global customers who appreciate curated travel beauty sets and enjoy a limited-edition packaging,” said Young Hoon Kim, Executive Vice President of The Shilla Duty Free.

“We hope this global exclusive collectible will reinvigorate and nourish our customers’ skin, as much as it will inspire them to discover the hidden beauty around them during their travel journeys.”

“Shiseido has always valued the creation and cultivation of art, culture and beauty,” said Elisabeth Jougelet, Vice President of Marketing & Innovation at Shiseido Travel Retail.

“The ‘FindYourKokoro’ campaign offers a wonderful opportunity to expand our partnership with The Shilla Duty Free while supporting one of Japan’s most outstanding up-and-coming artists. Shun Sasaki has captured the essence of ‘Kokoro’ with his contemporary illustrations, bringing a delightful sense of place to each of the region-exclusive sets for travel retail.”

The Defense & Clarifying Radiance Set is available exclusively at The Shilla Duty Free Singapore Changi Airport stores (Terminal 1 - 4) at S\$325 (US\$235.46), as well as available for purchase at [iShopChangi.com](https://www.ishopchangi.com). It can also be found in as other Shilla Asia Pacific stores.