

Shilla Duty Free Singapore opens first POLA counter outside Japan at Changi Airport



The Shilla Duty Free Singapore is opening the first POLA counter outside Japan at its Changi Airport Terminal 2 store

In partnership with The Shilla Duty Free Singapore, Japanese beauty brand POLA Inc. will open its first duty-free counter outside Japan, at Shilla's Changi Airport Terminal 2 store on August 6.

In a press release, the duty-free retailer said that given Singapore's position as a regional hub, the new counter at Shilla will strengthen POLA's brand presence in the global market, accelerate efforts to open new stores in ASEAN countries and expand its travel retail business outside Japan.

Commenting on the new store, Tamotsu Sato, the director of POLA's Global Business Division said: "We are certain that opening our new store at The Shilla Duty Free Changi Airport Store, which is the biggest hub airport in Asia, will be a great step toward increasing POLA's brand presence. The new store will be an important step for POLA to strengthen our brand presence in the global market and further expand our business."

"The Shilla Duty Free is thrilled to welcome POLA in The Shilla Duty Free Changi Airport Store, which we believe will delight travellers with its one-of-a-kind brand experience that introduces innovative products and personalised beauty service in a modern and inviting space," said Jeff Lee, Managing Director of The Shilla Duty Free Singapore.

"The partnership with POLA is in line with our dedication to give travellers easy access to experience coveted brands, and also adds to our exciting umbrella of beauty offerings."

New POLA counter at The Shilla Duty Free Changi Airport store

The new POLA counters at Changi Airport's Terminal 2 are decked out in black to represent the brand's innovative spirit. Its theme centres on POLA's top-of-the-line brand "B.A".

B.A is POLA's anti-ageing product line which was launched in 1985. To date, the B.A series' annual sales have exceeded 40 billion yen (US\$373.9 million) and its brand awareness in Asia has grown rapidly, especially in China. Additionally, B.A also contributes the bulk of sales for POLA's travel retail business. Some of the popular items in the series include B.A Lotion, B.A wash and B.A Eyezone Cream.



Japanese beauty brand POLA is known for its anti-ageing line B.A which includes products such as the B.A wash (pictured)

Besides Shilla's counters, POLA's products can also be purchased on iShopChangi from September 2019.