

Shilla Duty Free's Beauty&You celebrates first anniversary at Hong Kong Airport



Shilla Duty Free's Beauty&You has organized a series of fun activities to celebrate its first anniversary at the Hong Kong International Airport. The highlight of the celebrations is a performance by K-Pop girl group Red Velvet



Beauty&You has curated first anniversary beauty sets and special gifts with purchases for great savings to mark its first anniversary celebrations at Hong Kong International Airport

Shilla Duty Free's Beauty & You travel retail concept at the Hong Kong International Airport (HKIA) is celebrating its first anniversary.

To mark this special occasion, the retailer is bringing a series of special offers, pop-ups and activities which will culminate in a July 30 exclusive performance by the retailer's brand ambassador – K-Pop girl group Red Velvet.

"We are delighted to celebrate Beauty&You's milestone anniversary with the release of special offers and activities. We are thankful to be able to closely collaborate with brand partners to bring excitement to our outlets," says Mr. Changha Shin, Managing Director of Shilla Travel Retail Hong Kong Limited.

"We are beyond grateful for our customers for their great support, and are especially pleased to bring Red Velvet to HKIA for an exciting show. We hope that travellers will enjoy the show and create memorable experiences. Looking forward, we will continually seek ways to offer a myriad of new brands and deliver more exciting beauty retailtainment experiences to the diverse demographic of travellers at one of the world's busiest airports."

On June 28, Beauty&You's birthday, the Curated Zones at the East Hall South and East Hall North stores will be transformed into three dedicated retailtainment areas: Live Make Up Shows, Perfume Playground and M.I.A: Men in Action.

Live Make Up Shows (June 28 to August 11)

Beauty&You's East Hall North Store will feature five premium cosmetic brands including MAC, Make Up For Ever and Yves Saint Laurent, doing demonstrations of the hottest summer make-up trends. Customers can also look forward to complimentary gifts and exclusive offers at the shows.

Perfume Playground (June 28 - July 28)

At Beauty&You's East Hall South store, the Curated Zone be transformed into a Perfume Playground to introduce the newest summer scents by Diptyque and Chopard. Every Friday to Sunday, Diptyque's fragrance expert will also hold fragrance layering demonstrations to show customers how they can customize their own scent. Luxury brand Chopard will also showcase their new scents from The Happy Chopard Eau de Parfum Collection, alongside four fragrances from the heavenly Gardens of Paradise.

M.I.A Men In Action (July 4 - August 14)

Beauty&You's East Hall North will have a space specially dedicated to male customers, with a virtual reality corner with the TAG Heuer Gran Turismo Sport racing game for customers to test their driving skills.

Starting from late July, L'Oréal Travel Retail's first-ever pop-up will showcase products from Biotherm Homme, Kiehl's, L'Oréal Paris and House99, along with digital retailtainment to engage customers.

Beauty&You Anniversary Pop-up (July 25 - August 21)

Customers will get to enjoy scrumptious treats at the Beauty Party Corner and take photos at the Beauty&You DIY Mobile Sticker Photo Booth for personalized Whatsapp stickers with animated features.

Anniversary Special Offers and Promotions (June 28 - August 15)

Customers who spend above HK\$2,000 (US\$ 256.20) at Beauty&You stores will receive a Beauty&You Power Bank.

Beauty&You has also partnered with HKIA to hold a First Anniversary Celebration online promotion on HKairportshop.com. From July 1 to 14, online purchases of Beauty&You products of over HK\$1,000 (US\$128.10) will get an instant HK\$200 (US\$25.62) discount.

Furthermore, customers will receive a Red Velvet souvenir and skincare trial kit, along with a chance to win two VIP tickets to Red Velvet x Beauty&You Anniversary Celebration on July 30.

Beauty&You has also curated first anniversary beauty sets and special gifts with purchases for great savings from brands such as Clinique, Estée Lauder, Kiehl's, Lancôme, NARS, Shiseido, SK-II and The History of Whoo, with more to come.