

# Shilla's Beauty & You celebrates first anniversary in Hong Kong Airport



Shilla Duty Free's 2019 brand ambassadors, South Korean girl group visited the Beauty & You stores as part of the retailer's first year anniversary celebrations at Hong Kong International Airport

Shilla Duty Free's Beauty & You has kicked off its first anniversary celebrations at the Hong Kong International Airport (HKIA) on July 30. Shilla's 2019 brand ambassadors, South Korean girl group Red Velvet performed during the anniversary celebrations. As part of the celebrations, Shilla also announced various in-store promotions, pop-ups and exclusive beauty sets and special gifts with purchases.

During the anniversary celebrations, Red Velvet visited Beauty & You's stores and the 'Beauty & You Anniversary' Pop-up. They also performed various songs from the latest album The ReVe Festival: Day 1. The Shilla Duty Free's senior management, representatives from the Airport Authority Hong Kong, brand and business partners and the media attended the event.

In-store promotions and activities

In addition to the [Beauty & You Anniversary pop-up](#) which offers experiential zones such as a special photo booth, weekly exclusive zones by YSL Beauty, Sulwhasoo, Marc Jacobs fragrances and Ray-Ban, customers will also be given free popcorn at the Beauty Party Corner. The anniversary pop-up will be available till August 21, at the level 6 Departures East Hall South, Terminal in HKIA.



To celebrate Beauty & You's first anniversary, the retailer has organized various events and pop-ups, including live make-up shows by premium cosmetic brands such as YSL Beauty

#### Curated first anniversary beauty sets

Shilla has curated beauty sets from international brands such as Clinique, Kiehl's, NARS, Shiseido, SK-II and more. Customers who spend more than HK\$2,000 (US\$255.51) at Beauty & You stores will receive a power bank. The power bank is available till August 15.