

Singapore Airlines relaunched KrisShop with immersive interactive pop-up



Singapore Airlines has relaunched its KrisShop service with an immersive exhibition





Singapore Airlines has unveiled its new, revamped online retail site KrisShop, which seeks to offer an omni-channel and integrated shopping experience for travelers.



Asia Duty Free's Elena Owyong with KrisShop's CEO Chris Pok at the pop-up exhibition

The new site, which “aims to re-invent itself as the go-to lifestyle ecommerce website that caters to the needs of all shoppers, whether they are traveling or not”, is being showcased with an interactive pop-up experience at the newly-refurbished Raffles Hotel in Singapore.

The revamped website provides a clean look and interface and offers pre-order and delivery services including hotel delivery, self-collection stations and the ability to both pre-order up to 60 minutes before the flight and order through the inflight entertainment system.

KrisShop CEO Chris Pok said: “Beyond being a retail ecommerce site, KrisShop seeks to establish itself as a one-stop shopping destination and is continually evolving to meet the needs and demands of today’s consumers.

“Leveraging our expertise in retail, we are proud to unveil the new KrisShop.com that aims to modernize the consumer shopping journey.”

Experience the store

The immersive pop-up at Raffles gives visitors the opportunity to experience the new website “brought to life” through a series of installations which reflect the site’s evolution to keep up with the shifting demands of the modern market.



The new-look KrisShop aims to take an holistic and omni-channel approach to retail



An LED screen introduces guests to the new site before they are introduced to activations representing the four shop concepts: With Love, SG; KrisShop Cares; KrisShop Discovers and KrisShop Moments. Guests also get a preview of the new brands, exclusive release and customized collections which are on offer.

“The new KrisShop website and initiatives are designed with game-changing features that keep consumer experience at the forefront, and these can be experienced through our exhibition,” Pok continued.

“Blending physical and digital touchpoints, the interactive exhibition communicates KrisShop’s new changes in a fun and compelling way, inviting consumers to witness the exciting opportunities and

developments in action. KrisShop will continue to innovate in uncharted territory and connect consumers to even more impressive offerings.”

The new KrisShop concepts each offer a unique take on the market. With Love, SG puts a spotlight on homegrown brands, KrisShop Cares donates money back to partner causes, KrisShop Discovers houses niche creations curated by the store and KrisShop Moments offers a range of services such as beauty treatments and tourist experiences.

The exhibition will be open from 23 - 24 August from 10am - 7pm.