

# The Shilla Duty Free becomes the first duty free operator to house Huda Beauty



Founded in 2013 by Huda Kattan, the beauty blogger and influencer, Huda Beauty has partnered with The Shilla Duty Free in order to penetrate the Asian market and generate brand awareness

Rolling out the in-store launch of popular brands and targeting consumers who are interested in duty free shopping, The Shilla Duty Free is strengthening its beauty sector. The company has announced that Huda Beauty, the global beauty brand, is scheduled to set up shop at its brick-and-mortar stores, which would make The Shilla Duty Free the world's first duty free store to house the brand. Huda Beauty, which has been focusing on the North American and Middle Eastern markets, has chosen The Shilla Duty Free as its partner as a strategy to increase its presence in the Asian Market.

Starting June 26, The Shilla Duty Free will sell Huda Beauty products as the exclusive Korean duty free distributor of the brand at its Seoul store and online store. Previously known by South Korean consumers as a brand whose products are hard to come by, consumers will now be able to purchase Huda Beauty's products including its eye shadow palettes and lipsticks at The Shilla Duty Free Store at duty free prices.

Founded in 2013 by Huda Kattan, the beauty blogger and influencer who has 44.7M followers on Instagram and 4M+ followers on YouTube, Huda Beauty has achieved great success, which started with the selling of false eyelashes. As of last year, the beauty brand was operating 900 stores throughout the USA, with more than 600 stores in operation outside of the country.

"We are currently on schedule for the in-store launch of popular brands such as Huda Beauty for

customers looking forward to duty free shopping. We will do our best to make sure our customers have great shopping experiences at our store,” shares an official from The Shilla Duty Free.

“As more and more beauty influencers from South Korea and China introduce Huda Beauty products to their followers, the demand for our products in the Asian market is rising. I’m excited to partner with The Shilla Duty Free, a digital and social powerhouse in cosmetics and perfumes also known for its excellent customer service,” says Kattan.

Following in the steps of Helena Rubinstein, Fenty Beauty and Gucci Beauty, more global beauty brands such as Huda Beauty are choosing South Korean duty free stores as their point of entry into the Asian market.