

The Shilla Duty Free celebrates the holidays in style at Changi Airport



THE SHILLA
duty free
Changi Airport

The Shilla Duty Free has unveiled an immersive holiday campaign. From November 20 – December 31, 2023, the luxurious travel retail shopping experience offers a splendid array of skincare, fragrance, makeup, and haircare products and engaging activities for travelers to enjoy while shopping for ideal gifts.

“As the holiday season arrives, The Shilla Duty Free is excited and ready to welcome travelers to our stores. With wonderful prizes and products planned, we know travelers will be delighted to get rewarded for shopping at Shilla as they depart from Changi. Not forgetting to join in the fun of the interactive gashapon machines and exclusive festive weekend activities,” said Mr. Jeff Lee, Managing Director of The Shilla Duty Free (Singapore).

This year's vibrant festivities are highlighted by the gashapon machine, with capsules housing store-wide vouchers, as well as exclusive vouchers from brands such as Drunk Elephant, Calvin Klein, Marc Jacobs, Miu Miu, Hugo Boss, Tiffany & Co., and the coveted grand prize of SGD\$888 (\$US660).

Travelers also have the chance to spin the prize wheel, with a bonus sure-win token, by spending SGD\$250 (US\$185). Drunk Elephant fans or skincare aficionados can look forward to winning additional prizes from the brand's interactive machine at Terminal 1. Additionally, travelers paying for their purchases via Alipay can score bonus chances and stand to win more prizes.

The holiday spirit comes alive with interactive activities at The Shilla Duty Free, including personalized live engraving — perfect for gifts from elegant perfume bottles to lipstick cases. Makeup demonstrations by renowned brands such as Gucci and Burberry engage travelers in

pampering makeovers or simple, fresh looks tailored to their visage, with buttery color swatches enticing beauty and makeup lovers alike. Drunk Elephant will also offer shoppers a complimentary skincare consultation, helping curate a skincare routine with their efficacious products.

Travelers shopping on iShopChangi.com and collecting their purchases upon departure or arrival can also enjoy additional gift with purchase with a spend of SGD\$300 (US\$225). Plus, they can enjoy SGD\$10 (\$US 7.50) off when checking out with promo code ISCXSHILLA10.

Weekends at respective Changi Airport terminals bring travelers a touch of magic:

December 1 - 3, Changi Airport Terminal 3

Live Engraving by Opera Rose Studio
Drunk Elephant Skincare Quiz
COTY Group - Gucci Makeup Demonstration

December 8 - 10, Changi Airport Terminal 1

Live Engraving by Opera Rose Studio
Drunk Elephant Skincare Quiz
COTY Group - Burberry Makeup Demonstration

December 15 & 16, Changi Airport Terminal 2

COTY Group - Gucci Makeup Demonstration Live Engraving by Opera Rose Studio

This holiday season, The Shilla Duty Free invites travelers to embark on a journey of luxury, beauty, and festive delight at Singapore Changi Airport until December 31, 2023.