

The Shilla Duty Free hails popularity of Incheon Airport T2 stores



Penhaligon's commands a stand-out presence at the Incheon Airport Terminal 2

The Shilla Duty Free is celebrating the increasing popularity of its trendy new stores - including a mega pop-up for niche perfumes - at Incheon Airport's Terminal 2.

Reflecting the latest trends and growing popularity of niche perfumes, the leading travel retailer recently introduced a range of rising beauty brands at its newly opened Terminal 2 cosmetics store.

Pop-up stores featuring three popular brands - Penhaligon's, Le Labo, and Diptyque - have been launched, with Penhaligon's and Le Labo available exclusively at The Shilla Duty Free stores in Terminal 2.

Penhaligon's is a niche fragrance brand with over 150 years of history and recognized by the British royal family. It debuted its 'Festival of Flight' pop-up store concept, a first worldwide, at The Shilla Duty Free in Incheon. The store features a photo zone and is conducting a social media upload event, offering additional gifts to customers.

Additionally, The Shilla Duty Free's Incheon store is the first in the domestic duty free industry to sell Potion, a new product exclusively, offering specially designed stickers and pouches with a

Korean travel theme as gifts.

The Le Labo travel retail concept offers clients an immersive experience, showcasing the brand's signature genderless perfumes, candles, and other sensorial formulas for the body, hair, and face. Travelers can purchase an exclusive 30ml travel-size top scents and candle votives. Le Labo's Seoul City Exclusive fragrance, Citron 28, will also be offered.



Diptyque products are featured at one of several pop-ups

Diptyque has also attracted customer interest with the launch of three new Fleur de Peau products this year.

Other brands, aligning with the latest body and hair care trends, to be featured by The Shilla Duty Free include Hair Rituel by Sisley and Sabon, offering scalp measurement services and showcasing various body products. New entrants also include brands such as Aesop, Pola, Chantecaille, and SkinCeuticals, with Nonfiction, a lifestyle beauty brand popular among Millennials and Gen Z, making its debut at The Shilla Duty Free in Incheon Airport. The Shilla Duty Free noted that a travel set is being sold exclusively in the domestic duty free industry. To celebrate the opening, perfume samples and pouches are being offered to purchasing customers.

Celebrating the Lunar New Year, The Shilla Duty Free is running a special 'Dragon Head, Dragon Tail' promotion until February 18. Customers purchasing products from these new stores will receive a scratch-off lottery ticket, with prizes including Shilla Bear Keyrings and S Rewards points.

A representative of The Shilla Duty Free stated, "Our trendy stores, showcasing a variety of rising beauty brands that reflect the latest trends, are enjoying popularity. We will continue to lead the industry with differentiated store operations that reflect customer needs and trends."