

The Shilla Duty Free introduces its first SK-II travel exclusive set



The Shilla Duty Free plans to constantly reward customers with meaningful and unique travel experiences by partnering well-known brands such as SK-II for exclusive products



Travel retailer The Shilla Duty Free has partnered prestige skincare brand SK-II to launch the first SK-II Shilla Travel Exclusive Set

Travel retailer The Shilla Duty Free has launched its first SK-II Shilla Travel Exclusive set. According to the company, the set consists of three of the brand's "most revolutionary products" – SK-II Facial Treatment Essence (250ml), SK-II GenOptics Spot Essence (50ml), and SK-II Facial Treatment Mask (10pc).

All three products in the set contain PITERA™, a natural by-product of yeast fermentation, discovered

by SK-II scientists in the 1970s when they noticed the extraordinarily soft and youthful hands of sake brewers in Japan. The Shilla Duty Free said in a press release that PITERA™ “dramatically improves the skin’s natural surface rejuvenation process, working its magic to make beautiful skin a reality”.

Commenting on the travel exclusive set, Young Hoon Kim, Executive Vice President of The Shilla Duty Free said: “Such partnerships with renowned brands match our aspirations as a leading travel retailer to constantly reward customers with attractive beauty offerings, creating meaningful and unique travel experiences.”

The SK-II Shilla Travel Exclusive Set is available at The Shilla Duty Free’s retail stores in South Korea including online duty free, and other The Shilla Duty Free Asia Pacific stores in Singapore and Hong Kong. The new limited set is priced at US\$387 in South Korea, S\$503 in Singapore, and HK\$3,140 in Hong Kong respectively.