

The Shilla Duty Free introduces La Prairie's White Caviar Travel Exclusive Set



The Shilla Duty Free partnered La Prairie to introduce the special La Prairie Travel Exclusive Ritual. This is the second time both companies have collaborated



The travel exclusive set is currently available at selected stores, such as Shilla's Seoul branch, Singapore's Changi Airport and Hong Kong International Airport

The Shilla Duty Free has partnered luxury skincare brand La Prairie to introduce a special La Prairie Travel Exclusive Ritual at selected locations in South Korea, Singapore and Hong Kong.

The travel exclusive set consists of four of La Prairie's White Caviar Illuminating Ritual products - the White Caviar Crème Extraordinaire (60ml), White Caviar Pearl Infusion (30ml), White Caviar Illuminating Eye Cream (20ml) and White Caviar Illuminating Eye Serum (15ml). These limited-edition products are priced at US\$1,673 in South Korea, S\$2,165 in Singapore and HK\$13,585 in Hong Kong respectively.

According to La Prairie, the White Caviar Illuminating Eye Serum contains active ingredients that help diminish the appearance of darkness under the eye while smoothing the look of lines, while White Caviar Illuminating Eye Cream helps brighten the delicate skin around the eye and leaves it feeling hydrated. The White Caviar Crème Extraordinaire and White Caviar Illuminating Pearl Infusion are both enriched with Golden Caviar Extract, which helps firm skin, improving its light-reflecting ability.

Commenting on the collaboration with La Prairie, Shilla Duty Free's Executive Vice President Yong Hoon Kim said: "It is such an honour that The Shilla Duty Free is the only retailer in the world to offer this extraordinary White Caviar Illuminating Ritual. The partnership between La Prairie and The Shilla Duty Free has strengthened since our first collaboration last year. The Shilla Duty Free will continue to offer special products that are exclusive to travellers and provide a special shopping experience."