

# The Shilla Duty Free launches CNY limited edition L'Occitane hand cream

The advertisement features a vibrant red background with a repeating pattern of small lanterns. On the left, a red tube of L'Occitane hand cream is shown, hanging from a lantern. The tube is labeled 'L'OCCITANE EN PROVENCE', 'CREME MAINS PEAUX SECES', '20% BEURRE DE KARITE SHEA BUTTER', and 'DRY SKIN HAND CREAM'. To the right, a large red lantern with the Chinese character '福' (Fú) is illuminated. The text '新春限定版 LIMITED EDITION' is prominently displayed in the center, followed by '乳木果润手霜 SHEA BUTTER HAND CREAM'. At the bottom, it says 'Exclusively at THE SHILLA duty free'.

新春限定版  
LIMITED EDITION

乳木果润手霜  
SHEA BUTTER HAND CREAM

Exclusively at THE SHILLA  
duty free

The Shilla Duty Free has partnered L'Occitane to introduce a special Chinese New Year Limited-Edition Shea Butter Hand Cream



The L'Occitane Limited-Edition hand cream is only available at The Shilla Duty Free's Asia Pacific stores in South Korea, Singapore and Hong Kong

The Shilla Duty Free has launched the L'Occitane Chinese New Year Limited-Edition Shea Butter Hand Cream. The luxury retailer is the only retailer of this limited-edition product in the Asia-Pacific travel retail market.

According to The Shilla, the Shea Butter Hand Cream is a global favorite, with one sold every three seconds. The hand cream is packaged in an auspicious red tube and contains moisturizing ingredients that promise to keep one's hands feeling smooth and hydrated all day.

Commenting on the limited-edition hand cream, Raelene Johnson, The Shilla Duty Free's Vice President of Global Merchandising Division said: "The collaboration is a wonderful opportunity for us to spread the good fortune to our travellers during this festive celebration. It is also our way of bringing fresh shopping experiences under our skincare category."

Jenny Chung, L'Occitane Travel Retail Marketing Director shared that L'Occitane is proud to launch this limited-edition hand cream in festive packaging for global shoppers.

"This little miracle worker makes a thoughtful present for family and friends this Lunar New Year, as it comes dressed in the prettiest shade of red that symbolises good luck and fortune. It is also a great beauty companion to carry in the purse - with its lively colour and convenient packaging, ladies can go house-hopping in style and comfort during this festive period," she said.

The L'Occitane Chinese New Year Limited-Edition Hand Cream is available exclusively at The Shilla Duty Free' stores in South Korea, including online duty free, and other The Shilla Duty Free Asia Pacific stores from 1 January 2019, while stocks last.

Travelers can purchase the limited-edition hand cream at US\$28 in South Korea, S\$39 in Singapore and HK\$235 in Hong Kong.