

The Shilla Duty Free launches La Mer's Smoothing Contours Collection



The La Mer Smoothing Contours Collection is available at The Shilla Duty Free stores in Korea, Singapore and Hong Kong, from September to November 2019

The Shilla Duty Free has partnered luxury skincare brand La Mer to launch the brand's Smoothing Contours Collection.

According to Shilla, the collection promises a targeted collection that "elevates your skincare regimen to an indulgent pampering experience."

The Smoothing Contours Collection contains four of the brand's cult-status products, including - the Crème de la Mer (60ml), The Eye Concentrate (15ml), The Lifting Eye Serum (15ml), and The Lifting Contour Serum (30ml), that has lifting and firming properties, while keeping the skin radiant and hydrated. All four items are infused with La Mer's signature Miracle Broth which is formulated with sea kelp, vitamins and marine nutrients.



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Commenting on the collection, Young Hoon Kim, Executive Vice President of The Shilla Duty Free said: “As a prestige skincare brand, La Mer is well-loved by many for its range of iconic, high-performing products. True to our commitment of giving travellers exclusive access to such luxury beauty offerings, we hope that the collection will provide the perfect travel beauty essentials for our customers to incorporate into their skincare regimen.”

The La Mer Smoothing Contours Collection is available exclusively at The Shilla Duty Free’s Asia Pacific stores including Korea, Singapore, and Hong Kong from September to November 2019.