

The Shilla Duty Free x Dr.Jart+ explore NFTs and digital assets



The collaboration redefines travel retail touchpoints and injects vitality into the world of travel with digital-first experiences at Singapore Changi Airport

Shilla Duty Free, in partnership with Dr.Jart+, has debuted the first Singapore Changi Airport-inspired travel-themed Non-Fungible Token (NFTs). Bringing the world of travel into the digital realm, the collaboration features iconic Singapore landmarks and an exclusive set of two NFTs and 9,000 Proof of Attendance Protocols (POAPs), while highlighting Singapore as a top travel destination.

NFTs are digital assets, each with a unique identification code, which means it can't be duplicated or claimed by others. POAPs are a type of NFT used specifically to prove that the owner has participated in an event.

Featuring the work of graphic illustrator and 3D Art designer, Matsssal, the POAP and NFT artwork depicts Dr.Jart+'s white tiger mascot wearing an outfit inspired by the brand's top-selling Cicapair franchise and its key ingredient, tiger grass.

In addition to the POAP, two one-of-a-kind NFTs showcase the animated Dr.Jart+ white tiger mascot traveling through iconic landmarks in Changi Airport, a nod to the first-of-its-kind collaboration with The Shilla Duty Free at Singapore Changi Airport.

"Dr.Jart+ is a philosophy – a brand at the intersection of artful experiences and high-performance derma skincare. In partnership with The Shilla Duty Free, we are proud to bring this ethos to life in the form of NFTs inspired by Singapore's Changi Airport. We look forward to taking travellers on a digital journey where they can discover not just an iconic destination, but also art and skincare," says Bart Dubbeld, Vice President & General Manager, Dr.Jart+, Travel Retail Worldwide.

"As one of the world's leading travel retailers, we will continue to create immersive brand activations with our partners to offer the best retail experience to travelers. We are thrilled to partner with Dr.Jart+ to enrich our offerings with innovative digital experiences and travel-exclusive products to delight our customers," adds Mr. Jeff Lee, Managing Director, Shilla Travel Retail (Singapore).

Bringing together the best in travel retail, beauty and digital innovation

As part of the collaboration, Dr.Jart+'s white tiger mascot leads travelers on a wondrous adventure to explore Singapore's landmarks. Through digital-first innovation, consumers and NFT enthusiasts worldwide can collect the complimentary POAP and stand to win one of the two limited edition NFTs through a contest running August 10 – August 31.

To enter, participants must submit a Singapore or travel inspired name (in English; up to five words) for the set of limited edition NFTs on The Shilla Duty Free website. The top two creative submissions will each win one of the two NFTs and one year's supply of skincare products from Dr.Jart+ (worth S\$1,000). The winners will be announced on September 6 via The Shilla Duty Free's website, Facebook and Instagram channels. The NFTs will be minted and released to each winner's digital

wallet address provided in the entry form.

Travelers to Changi Airport can also take home a set of the brand's most popular masks – Dr.Jart+'s Dermask Water Jet Vital Hydra Solution 2+1 set (3 boxes x 5 sheets) at S\$50. This travel exclusive set is available at The Shilla Duty Free in Singapore Changi Airport Terminals 1 and 3.

"We are excited to inspire the first travel-themed NFTs launched in collaboration between Shilla Duty Free and Dr.Jart+. The expansion into the digital realm enables travellers to discover a trove of exciting experiences and products available even before they embark on their journey at the airport," comments Teo Chew Hoon, Managing Director of Airside Concessions, Changi Airport Group.