

With the launch of concept store, KrisShop honors Singapore heritage

KrisShop has launched Batik Label by KrisShop, a concept store curated to celebrate and showcase its strong local heritage. Featuring a thoughtful selection of exclusive collaborations, the central highlight of this concept store is the embellishment of the Singapore Airlines' iconic batik across all products. This contemporary iteration of the classic motif is inspired by flowers native to Singapore and a nod to the Singapore Girl's signature sarong kebaya uniform.

Batik Label by KrisShop opens with a curated selection of partner brands and is set to grow its collection in the coming months. This latest addition to the omnichannel retailer's extensive suite of concept stores is home to an exclusive range of products spanning categories from home and living to spirits and fragrances.

"From its early beginnings as the in-flight duty-free shop of Singapore Airlines to its evolution as an omnichannel retailer, KrisShop has always prided itself on being a uniquely Singapore brand.

This concept store is an opportunity to shine the spotlight on our partners and the unrivalled quality of their crafts, with a sophisticated touch through batik-inspired designs. Standing in solidarity with national efforts to champion our culture in this time, [KrisShop] hope to give Singaporeans more reasons to celebrate our heritage, as they use and enjoy these timeless pieces with a modern twist," comments Chris Pok, Chief Executive Officer at KrisShop

The launch video of this concept store can be seen here: <https://bit.ly/3l9B72x>