

Lancome urges travelers to stop and glow at Changi Airport

By **Hibah Noor** on September, 9 2019 | Fragrances, Cosmetics, Skincare & Haircare



From left: Jeff Lee (Managing Director of The Shilla Duty Free Singapore), Chillie Por (Merchandising Director of The Shilla Duty Free Singapore), Daniel Arnesson (South-East Asia Area Manager of Lancome Travel Retail Asia Pacific), Molly Li (Digital & Trade Manager of Lancome Travel Retail Asia Pacific), Gwyn Sin (General Manager, Airside Concessions at Changi Airport Group), Nicole Foo (General Manager, Online Retail at Changi Airport Group)

Lancome Travel Retail Asia Pacific has highlighted its Tonique Confort lotion with a pop-up created exclusively for travelers.

Created exclusively for Changi Airport Group and The Shilla Duty Free Singapore, the Stop & Glow Pink Lounge opened at Terminal 1 on July 29 will remain until September 10, 2019, offering a one-of-a-kind, immersive experience.

The Stop & Glow Pink Lounge is described as a welcoming and quiet space where travelers can enjoy a quick beauty fix before the next leg of their journey.

The multi-sensory pop-up features exciting digital and interactive touchpoints, including a Changi-exclusive interactive AR screen, with three sense of place filters for customers to choose from.

The pop-up is tinged with striking shades of bright and soft pink, designed to cast a cheerful glow over

the atrium.

Ms. Tao Zhang, General Manager of Lancome Travel Retail Asia Pacific, said: “Consumer-centricity is key to all our campaigns and outposts. The Stop & Glow Pink Lounge is conceptualized around the color pink, which is not only trendy and feminine, but also very much in the DNA of our brand, to bring a moment of happiness to travelers.

“Thanks to our close partnership with The Shilla Duty Free Singapore, we hope to reach out to more travelers during this peak travel season, and to make them stop and glow with Lancome as they embark on their exciting international adventures.

“Another core design idea is to surprise, going beyond any traditional outpost to sell by means of innovative retail entertainment to create pioneering experiences in an airport. I am glad to see that more and more innovation-inclined airports such as Changi are giving brands this opportunity to change the traditional airport retail experience,” she said.

The pop-up showcases several innovative retailtainment features. A larger-than-life replica of Lancome’s Tonique Confort marks the entrance to the activation, doubling as a state-of-the-art LED screen that draws people in with its eye-catching video animations.

Inside, a central counter staffed by beauty experts provides customers with a three-minute beauty glow service. A Stop & Glow photobooth encourages customers to commemorate their time in the Stop & Glow Pink Lounge.

The striking, interactive Pink Cooler fronts one of the outside walls of the pop-up and is one of the highlights. The fun and interactive fridge also flashes names that are keyed in on its screen, providing a photo opportunity with a personal touch.

The official launch event was held on August 2, when nine KOLs from China and Singapore were invited to indulge themselves.

As a giveaway initiative for their followers, the KOLs each personalized one sPINKtacular vanity kit filled with Glow Essentials, accompanied by a customized paper marbling art greeting card.

Ms Teo Chew Hoon, Group Senior Vice President, Airside Concessions at Changi Airport Group, said: “Changi Airport Group is delighted to be partnering with Lancome and The Shilla Duty Free to bring passengers a novel take on a beauty lounge. For travelers from all over the world who pass through Changi Airport, this is a unique opportunity to enjoy a luxurious yet quick beauty glow-up service and entertainment, right here at an airport.”

Added Jeff Lee, Managing Director of The Shilla Duty Free Singapore: “At The Shilla Duty Free Singapore, we are always striving to elevate the experience of duty-free shopping. With the strong partnership we have with Lancome and Changi Airport Group, we endeavor to provide not only an exceptional range of brands and products, but a unique and holistic retail experience that will linger with our customers long after they leave.”