

KrisShop launches sustainability store to empower greener lifestyles

By **Mary Jane Pittilla** on June, 4 2020 | Airlines & Airports



In conjunction with World Environment Day on June 5, KrisShop is launching KrisShop Green, a concept store aimed at encouraging responsible consumption and reducing environmental impact.

KrisShop Green aims to underscore the omnichannel retailer's commitment to environmental sustainability via empowering greener lifestyles.

KrisShop Green will house over 100 products across 20 brands, curated based on the five pillars of Clean Beauty, Cruelty-Free, Eco-Friendly, Organic and Recyclable.

From all-natural personal care products to sustainably harvested coffee brands and wines, KrisShop Green will offer a range of quality brands and products that are more sustainable for the environment, catering to all lifestyle needs.

This latest addition to KrisShop's suite of concept stores is in response to the growing awareness of the Earth's finite resources and the accelerating need to practise mindful consumption.

Mr Chris Pok, Chief Executive Officer at KrisShop, said: "The consumers of today are increasingly intent on understanding humanity's impact on the environment and how they can take steps to protect our planet. At KrisShop, we pride ourselves on delivering experiences that resonate with the passion points of shoppers, and KrisShop Green reflects our efforts to meet the soaring demand for products that empower sustainable living."

With more people staying home during this period, the minimum spend for free local deliveries is also lowered from S\$100 to S\$50 (US\$64 to US\$32) across KrisShop Green and site-wide.

KrisShop has also embarked on enhancing green efforts via packaging deliveries in recycled, single-walled craft paper boxes printed with water-soluble ink.

Recyclable materials

The five themed pillars on KrisShop Green (www.krisshop.com/en/store/green) are:

Clean Beauty: Personal care products made from natural, non-toxic ingredients, complete with a selection of vegan and plant-based offerings. The collection features beauty innovation brands such as Diego dalla Palma and Snow Fox.

Cruelty-Free: Fashion and personal care products manufactured without testing on or harm to animals. The collection features sustainability-driven brands including Banyan Tree and Tealogy.

Eco-Friendly: A suite of curated items across categories produced without harm to the environment.¹

The collection features brands that harness sustainable materials and processes such as Humangear, Roll'eat and The Art Faculty.

Organic: Personal care products and liquor produced with ingredients that are free of harmful chemicals, pesticides, and fertilizers. The collection features brands like Duchessa and Ferraton.

Recyclable: Fashion, personal care products and gifts made with recyclable materials. The collection features Oui & Me's recycled leather watches and PETA Company of 2019, Save the Duck.