

Shilla Duty Free to expand partnerships with Estée Lauder's brands

By **Elena Owyong** on June, 5 2019 | Retailers



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South Korean singer Chung Ha will participate in a beauty talk show as part of the Shilla Duty Free's Clinique pop-up event in Seoul on June 11



Shilla Duty Free has organized its upcoming Clinique pop-up event in response to the popularity of its Clinique iD™ Duo, an exclusive set

The Shilla Duty Free is collaborating with Estée Lauder’s beauty brand Clinique for an exclusive pop-up event in Seoul this month. The duty-free retailer announced in a press release today that it will continue to strengthen its partnerships with all Estée Lauder brands.

The pop-up will be held on June 11, from 11:00 a.m. to 8:00 p.m. on the rooftop garden of The Shilla Duty Free Seoul Store. It will be open to all visitors. Clinique’s honorary ambassador, South Korean singer Chung Ha, will also attend the event and participate in a beauty talk show with more than 80 influencers including YouTubers, bloggers, Chinese Wang Hongs, [Shilla Tipping](#) creators and The Shilla Duty Free VIPs. Wang Hongs are well-known Chinese influencers.

Shilla Tipping is the retailer’s mobile review platform, which allows The Shilla Duty Free’s members to leave product reviews and receive rewards of up to 3% from the sales generated from their reviews. The platform also allows users who have read the reviews to immediately add the products to their orders, offering a streamlined shopping experience.

Shilla said it is holding the pop-up in response to the popularity of the Shilla exclusive Clinique iD™ Duo set. This exclusive set has been sold at Shilla since February. Clinique iD is a fully customizable moisturizer line which is available in 15 combinations for various skin types and concerns. The Shilla Duty Free has exclusively launched the Duo Set and Chung ha Set of Clinique iD priced at up to 30% discount relative to single items.

Commenting on the pop-up, Shilla’s spokesperson said: “Thanks to the advantage of running duty-free shops for cosmetics and perfumes at Asia’s top three airports and the growing popularity of Shilla Tipping, we are receiving an increasing number of partnership requests from beauty brands.” She added that Shilla will further strengthen its collaborations with a wide variety of brands to benefit customers.

Clinique pop-up at Shilla Duty Free’s Seoul store

In addition to Chung Ha's beauty talk show, the pop-up will also feature a photo wall, lucky draw, a Clinique iD product experience, as well as souvenir presentations. Visitors can also participate in various hands-on activities such as skin analysis, VR gaming, making eco-friendly bags and flower pots with empty water bottles. Shilla said Chung Ha's beauty talk show will only be open to those who participated in the events on The Shilla Duty Free's official Instagram or Shilla Tipping.