

The Shilla Duty Free opens Guerlain Outpost pop-up in Changi Airport's Terminal 3

By **Elena Owyong** on July, 9 2019 | Retailers



Travelers at Changi Airport's Terminal 3 can look forward to various activities such as personalized fragrance consultations and a comprehensive skin diagnosis at the Guerlain Outpost pop-up



The Guerlain Outpost showcases the brand's Aqua Allegoria range of fragrance

The Shilla Duty Free has created a special three-axis Guerlain pop-up at Changi Airport's Terminal 3 to celebrate the pre-launch of Guerlain's new generation Abeille Royale Expert Skincare Creams, as well as showcase its make-up and fragrance lines Rouge G and Aqua Allegoria respectively.

The pop-up, called the 'Guerlain Outpost', is located beside The Shilla Duty Free Singapore's Terminal 3 Cosmetics & Perfumes central store at the Departure hall of Singapore. It will run from July 3 to August 6 2019.

At the pop-up, customers will enjoy a comprehensive skin diagnosis, discover the island of Ouessant through Virtual Reality (VR) technology, taste the sweetness of honey and relax with a complimentary hand massage. Other activities include creating a personalized ribbon bracelet at the customization concept of Rouge G and having a personalized fragrance consultation.

"The Shilla Duty Free in Singapore always seeks for luxurious, inspiring activations to engage our travellers. We are very proud to collaborate with Guerlain, a legendary French Perfumes and Cosmetics house, who has created a unique, eventful outpost to showcase its 3 axes (Fragrance, Skincare and Make-up) in Changi Airport. The retail activation provided in this pop-up store will appeal to all travellers and invite them on a multi-sensorial journey with high-level customisation possibilities" says Jeff Lee, Managing Director of The Shilla Duty Free Singapore.

Teo Chew Hoon, Group Senior Vice President, Airside Concessions at Changi Airport Group, said: "Together with the timeless luxury French perfumes and cosmetics house Guerlain and The Shilla Duty Free in Singapore, we are honoured to unveil the worldwide premiere of the new generation Abeille Royale expert skincare creams. Beauty enthusiasts travelling through

Changi Airport will be treated to a series of opulent experiences, while discovering Guerlain essentials perfect for the summer season."