

The Shilla Duty Free unveils Montblanc boutique at Hong Kong International Airport

By **Laura Shirk** on December, 2 2019 | Retailers



Located opposite Beauty&You by the Shilla Duty Free's East Hall South store, the new Montblanc boutique concept expands its fashion accessories offering

The Shilla Duty Free, one of the world's leading travel retailers, has partnered with Montblanc to unveil a new standalone boutique concept at Hong Kong International Airport (HKIA). An established luxury business lifestyle accessories brand, Montblanc produces a wide range of products including goods for travel. The boutique concept is the team's latest effort to offer a comprehensive shopping journey for customers at HKIA.

A representative notes: "The Shilla Duty Free aims to elevate consumer experience with unique, personalized & exclusive shopping offers, ultimately satisfying different customers' needs while promoting Montblanc's rich heritage rooted in artisanship and craftsmanship."

In an effort to maximize the synergy between the Cosmetics & Perfume and Fashion & Accessories product categories, the team wishes to refresh its selection. The goal of the concept-based approach: to strengthen both the identity of the brand and its tailored offerings at the forefront of the experiential retail, while adding value to the customer experience at Beauty&You by The Shilla Duty Free stores.

Staying true to the nature of the brand, the boutique will offer its iconic best-selling products across all major categories including writing instruments, watches, leather goods and accessories. A curated₁

selection of premium and unique products such as seasonal limited editions will also be available in-store. Strongly appealing to HKIA's global customer base, products for purchase will target sophisticated millennials and business travelers who seek "luxurious lifestyle products & exquisite craftsmanship."

To celebrate the grand opening of the boutique, Montblanc launched two of its best-selling products in an exclusive gift set: the Meisterstück Platinum-Coated Classique Fountain Pen and the Meisterstück Business Card Holder. Described as the perfect combination for the city dweller, the gift set is now available at HKIA.