

All eyes on... Shilla



From left to right: King Power International's Susan Whelan (2017 winner), The Shilla Duty Free's Jeff Lee and Marchon's Erwan Le Guennec

This is the first of a six-part series behind the winners of the 2018 Sunglasses Awards, the industry initiative to put the eyewear category into focus in travel retail.

The Shilla Duty Free won Best Digital Initiative for the Sunglasses Category with its Shilla Tipping mobile shopping app aimed at millennial shoppers.

The South Korean operator introduced its new social-based shopping and review platform in September 2018. The platform allows customers to share product reviews and experiences with others using the key mobile channel.

Shilla Tipping aims to connect customers through functions similar to other social networks, such as followers, feeds and hashtags.

The Shilla's Sunglasses Awards submission was recognized for its smart and effective use of social media initiatives, with the prominent involvement of the sunglasses category.

Shilla Tipping scored highly for its cutting-edge e-commerce platform, customer-centric focus and seamless user experience, melding online shopping and information gathering seamlessly for digital-native millennials.

After just one week of launching, daily active users reached 60,000, making Shilla Tipping the second most popular beauty/fashion review platform in Korea, with more than 500,000 daily page views. Similarly, in Tipping's first week, more than 2,000 users posted their reviews.

Jeff Lee, Managing Director, The Shilla Duty Free Singapore, said: "Shilla Tipping effectively fulfilled the needs of customers to get product information and reviews online through social sharing. The Shilla Duty Free is committed to constantly innovate the sunglasses shopping experience. With the Shilla Tipping platform, our online customers have one central platform as an innovative new service for them. Customers can now easily find sunglasses product reviews and purchase instantly."

Erwan Le Guennec, Global Travel Retail and E-Commerce Director, Marchon, added: “Shilla Tipping demonstrates how Shilla Duty Free is stepping up its game to meet the needs of demanding millennial customers who want detailed product information at their fingertips.

“The platform sets the benchmark for the future of e-commerce in travel retail and has clearly been positively received by customers judging by the traffic. Digital and e-commerce continues to represent a major opportunity for the sunglasses category.”