

The Shilla Duty Free holds virtual beauty class with La Prairie

The Shilla Duty Free has announced a successful La Prairie beauty class for approximately 100 VIP customers, the first non-face-to-face virtual beauty class in the duty free industry — the company had suspended events because of the pandemic.

The strategic cooperative relationship between The Shilla Duty Free and Swiss luxury cosmetic brand La Prairie has been strong since 2018, and The Shilla Duty Free held large-scale customer events in both 2018 and 2019. La Prairie has also had a pop-up store at Incheon International Airport Terminal 2 since Feb 2020.



The Shilla Duty Free VIP customers were sent luxury samples and art booklets of the Pure Gold Collection so they were able to fully take part in the event from their homes

The non-face-to-face beauty class was hosted by former announcer Park Seon-young. Two sessions were held for a total of 30 minutes, and allowed participants to experience the new product “La Prairie Pure Gold Collection.” Luxury samples and art booklets of the Pure Gold Collection were delivered to their homes in advance.

The La Prairie Education Manager was on hand, and participants were also able to learn about the artistic collaboration between the beauty brand and its commissioned artist Carla Chan whose piece created for the collection launch was exhibited in Art Basel Hong Kong in May earlier.

Recorded footage of the non-face-to-face beauty class “The Beauty Elevated to Grace” will be

released through the Internet version of Shilla Duty Free after the event is over.

An official from the Shilla Duty Free said, “Based on the expertise in communication with customers we've accumulated running the duty-free industry's first-ever social review platform “Shilla Tipping” in addition to our own live commerce platform ‘Shilla TV,’ we have been able to plan a new type of marketing event called the ‘Non-face-to-face Beauty Class.’ Even though we are still in a difficult situation due to COVID-19, we will continue to collaborate with various other brands in a new, online-based manner for our South Korean customers.”