

KrisShop celebrates its first year with an Anniversary Fiesta



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This August, omnichannel retailer KrisShop is celebrating its first anniversary since its rebranding and the unveiling of its revamped flagship ecommerce platform, KrisShop.com.

Once the inflight duty-free shop of Singapore Airlines, KrisShop now enables consumers to buy without flying and have purchases delivered right to their doorsteps. During this year, the company has made significant progress in its retail services, including reduced delivery lead times and the implementation of new features including a live chat function for enhanced user experience.

During the past year the retailer introduced a suite of themed concept stores, featuring small businesses, differently abled craftsmen and sustainability champions; most recently, the brand curated KrisShop@Home, a pop-up concept store dedicated to shoppers' stay and work from home essentials amid the COVID-19 pandemic.

To celebrate, KrisShop is hosting an inaugural Anniversary Fiesta, with exclusive deals, prizes and surprises.

Up to 80% off

For the month of August, KrisShop is offering up to 80% off on over 500 items across nearly every category. The retailer is also offering exclusive bundle deals, curated by category. Each week, KrisShop will feature giveaways on Instagram.

Games and mysteries

To add a little fun and adventure, KrisShop is offering six special surprise boxes, containing mystery items from alcohol to airline collectibles. Shoppers who have purchased an item can also receive a bingo card featuring various products that will be revealed on the retailer's social media pages each week. KrisShop vouchers worth \$100 will also be winnable. Each week on social media, mini-games will offer a chance to win KrisShop vouchers worth \$20.

Home entertainment

For more fun, KrisShop has created a Spotify playlist to “fire up the fiesta,” and the retailer created an exclusive webisode featuring MasterChef Australia alum, pâtissier Reynold Poernomo

For information, visit krisshop.com/en/store/anniversary.