

La Prairie teams up with The Shilla Duty Free for first pop-up store at Incheon Airport



La Prairie has opened its first pop-up store at Incheon Airport

La Prairie has appointed The Shilla Duty Free to run its first ever airport pop-up store at Incheon Airport. The pop-up store will be located at the airport's terminal 2 from now until June 30, 2020.

According to Shilla's press release, this is the first time that La Prairie has opened a pop-up store in a South Korean airport. Hence, Shilla notes that this move proves its strong partnership with the brand.

The pop-up store will feature La Prairie's newly launched "White Caviar Eye Extraordinaire" which aims reduce wrinkles. This new product is part of La Prairie's White Caviar line, which has brightening, moisturizing, elasticity improving and anti-ageing effects.

Visitors can try all the products in the White Caviar line and enjoy a 15-minute luxury eye care service that uses the new product, as well as a digital device-assisted skin analysis.

La Prairie pop-up store will run until June this year, and the showcase of the company's new product "White Caviar Eye Extraordinaire" will continue until end of May. In June, the pop-up store plans to unveil a differently themed place.



At La Prairie's Incheon Airport pop-up store, visitors are welcome to try all the products in the White Caviar line and have a 15-minute eye care service

Commenting on the new pop-up, General Manager Jean-Marc Loi, who is in charge of La Prairie Travel Retail Asia region, said, "La Prairie opens a new chapter in the Science of Light with the launch of White Caviar Eye Extraordinaire. This is our first pop-up store in Incheon Airport, and we are very excited that both local and international travelers will be able to explore how light and shape reveal each other through our immersive brand experience there."

A Shilla Duty Free official said, "Premium cosmetics are becoming increasingly popular among consumers. It is an honor to be given the opportunity to expose leading luxury skincare brand La Prairie to many consumers through The Shilla Duty Free. Going forward, we will also continue to increase collaborations with other brands."

The Shilla Duty Free has been maintaining a strategic cooperative relationship with La Prairie since the launch of La Prairie's exclusive product with The Shilla Duty Free in March 2018. Since then The Shilla Duty Free has held a large-scale La Prairie event every year.

After it started running a duty-free store for cosmetics and perfumes at Incheon International Airport Terminal 2, The Shilla Duty Free has featured a dedicated pop-up store section, showcasing one brand at a time. These brands include popular brands such as MAC, Yves Saint Laurent, Dior and Jo Malone London.