

# Shilla Duty Free Singapore celebrates its 5th anniversary with beauty ambassador search campaign



The Shilla Duty Free Singapore is celebrating its fifth birthday with a slew of activities including a beauty ambassador search campaign, launching curated limited-edition Beauty Kits, and offering online and in-store promotions

The Shilla Duty Free Singapore is celebrating its fifth anniversary in Singapore's Changi Airport in style - with a beauty ambassador search campaign and the launch of five limited-edition beauty kits, in addition to online and in-store promotions.

## Shilla Super Star Search

In a press release, the retailer said the beauty ambassador search campaign 'SHILLA Super Star Search' is aimed at building a community of Shilla advocates and ambassadors and introducing fresh faces into the community of beauty influencers.

Five winners will be selected, and they will each receive a \$5,000 cash prize as well as a one-year contract with The Shilla Duty Free Singapore. Additionally, Shilla will groom the winners to produce creative content for The Shilla Duty Free Singapore as they develop their skills in photography, copywriting and more. The winners will also be invited to exclusive events, opportunities to collaborate with beauty brands and coaching by key opinion leaders in the industry.

Commenting on the anniversary celebrations, Jeff Lee, Managing Director of The Shilla Duty Free Singapore said: "To mark our fifth anniversary, we're excited to host the first ever SHILLA Super Star Search social media competition to invite those who live and breathe beauty to journey with us and share compelling beauty content with travelers."

"In addition, our specially curated limited-edition Beauty Kits offer our global travelers a fresh way to experience several coveted beauty brands at once, as they have been expertly curated and bundled in five attractively-priced sets for beauty lovers."

“Through our value-added offerings, we want to thank our beloved customers for their support over the years, and we look forward to bringing more multi-channel experiences that will engage customers and refresh the travel retail experience.”

### Shilla Super Stars limited-edition beauty kits



The Shilla Duty Free has partnered influencers such as MongChin Yeoh, also known as Mongabong, for a limited-edition beauty kit (pictured) curated for beauty lovers

To celebrate Shilla’s fifth anniversary, the retailer is launching five limited-edition beauty kits with influencers and brands. These influencers include Singapore beauty personality Mongchin Yeoh (known by her social media moniker @Mongabong), popular Indonesia-based beauty influencer Tasya Farasya (known for her stunning makeup skills), and Korea’s popular beauty TV show “Get It Beauty On The Road”.

Each beauty kit costs S\$199 (US\$145.20) and is available on iShopChangi.com According to Shilla, the Beauty Kits contain products worth over S\$300 (US\$219). The kits will be progressively launched on a weekly basis from October 15 onwards.

### Shilla Super Stars iShopChangi Promotions

Customers will enjoy a site-wide 10% discount off Shilla beauty items on iShopChangi.com and an additional 10% off selected items from brands including Estee Lauder, Kiehl’s, Giorgio Armani and more.

### Shilla Duty Free Singapore In-store Promotions

From October 15 – 17, customers who spend S\$150 (US\$109.40) and above will receive a coupon to redeem a free gift from vending machines located at all the Central Cosmetics & Perfumes stores of The Shilla Duty Free at Changi Airport. The gifts are from beauty brands such as YSL Beauté, Elizabeth Arden, Biotherm, Cle de Peau, Clarins, Lancome, Laneige, NARS, Kiehl’s, Shu Uemura, and Shiseido.

Customers who spend a minimum of S\$300 (US\$218.90) will receive a Shilla exclusive holographic pouch, while stocks last. The promotion is valid at The Shilla Duty Free Singapore stores (Terminal 1 – 4) and Shilla Beauty Loft located at Terminal 3.