

The Shilla Duty Free launches exclusive Jo Malone travel set



The Jo Malone London Luscious and Fruity Travel Trio set contains three fragrances from the brand's cologne collection – Wild Bluebell, English Pear & Freesia and Blackberry & Bay



Travelers can purchase the Jo Malone London Luscious and Fruity Travel Trio set at The Shilla Duty Free's stores in South Korea, Singapore and Hong Kong, as well as its online duty-free store

The Shilla Duty Free has teamed up with fragrance brand Jo Malone to bring travelers the Jo Malone London Luscious and Fruity Travel Trio set.

The travel set features three fragrances from the renowned British fragrance brand's cologne

collection – Wild Bluebell (30ml), English Pear & Freesia (9ml), and Blackberry & Bay (9ml). According to The Shilla’s press release, the fragrances can be worn alone or layered to create a personalized scent.

Commenting on the exclusive travel set, Young Hoon Kim, Executive Vice President of The Shilla Duty Free said: “Jo Malone London speaks to the modern sophisticated customers who appreciate the finer things in life, and we believe our discerning customers will be enchanted with this collection.” Kim also added that he hoped the timeless scent will evoke memories of customers’ travels as they bring the set with them.

The Jo Malone Luscious and Fruity Travel Trio set retails in South Korea for US\$66, S\$90.50 in Singapore and HK\$600 in Hong Kong. Travelers can purchase the set at The Shilla Duty Free’s stores in South Korea, including its online duty-free store and Asia Pacific stores.