

The Shilla Duty Free partners La Prairie for VIP art exhibition



The Shilla Duty Free and La Prairie held a special VIP-exclusive art exhibition to showcase the Skin Caviar Eye Lift's features through photographic installations

The Shilla Duty Free and La Prairie have successfully concluded their two-day art exhibition held to unveil its Skin Caviar Eye Lift.

The exhibition, titled 'Eyes in Focus' held on November 5 - 6 at The Shilla Seoul's Yeongbingwan and attracted over 200 VIPs and KOLs from Korea and China.

The 'Eyes in Focus' exhibition was developed through La Prairie's collaboration with three promising Swiss artists whose works were featured in the Art Basel in Basel 2019. Their art works were meant to convey three unique female gazes communicating the beauty, mystery and enduring timelessness of the gaze. Beyond that, The Shilla Duty Free said that the Skin Caviar Eye Lift and its ability to revive, raise, and redefine the gaze were thoroughly reflected in the three photographic installations, which arouse the viewer's want for a reawakened gaze.



A docent explains the art works to the guests

During the exhibition, VIPs enjoyed champagne and caviar-themed food. Selected VIPs were also invited to the 'Caviar Art Dinner'—named after the bridging role of the new La Prairie Skin Caviar Eye Lift between Caviar and Art—where the menus were prepared by chefs from The Shilla Seoul. Guests also enjoyed live music by piano and violin duet.

Commenting on the event, Jean-Marc Loi, Regional Director of La Prairie Travel Retail Asia said: "Last year, La Prairie was proud to partner with The Shilla Duty Free to create the first Beauty House at Yeongbingwan. This November, riding on the success of our collaboration, we further elevate the client experiences by bringing an art exhibition to our VIPs in the same esteemed location."

"The 'Eyes in Focus' photographic exhibition celebrated the beauty of the gaze through the prism of art. Each of the photographic installations reflects our latest innovation—Skin Caviar Eye Lift—which would revive, raise and redefine the gaze. By deploying this new engagement format, we allow our clients to see, feel and connect with La Prairie from a different perspective."

"We are getting offerings from diverse beauty brands to cooperate with as Shilla is now recognized as one of the leading global duty free especially in perfume&cosmetics," said Younghoon Kim, The Shilla Duty Free's Executive Vice President of Merchandising Team. "We will try our best to deliver another level of experience to our customers," he added.