

# Shilla Duty Free redefines retail experience at Hong Kong International Airport (with photo)

The Shilla Duty Free announced today (June 28) the official opening of its retail store chain at Hong Kong International Airport, taking an important step in the Korean travel retailer's continuous expansion plan in East Asia.

Following a six-month soft launch, the Shilla Duty Free features Beauty&You concept stores at the Hong Kong International Airport that emphasise the shopping experience for customers. To further enhance the brand's commitment to deliver a comprehensive beauty shopping experience, the retail spaces feature interactive engagement zones deploying digital technologies, virtual reality and in-house-developed beauty apps, according to the Managing Director of Shilla Travel Retail Hong Kong Limited, Ms Alice Woo. With around 200 brands on offer, the Shilla Duty Free also brings a list of premium brands new to Hong Kong International Airport.

Ms Woo said, "We are very pleased to announce the grand opening of the Shilla Duty Free's brand-new retail stores at one of the busiest airports in the world. Hong Kong International Airport hosts significant numbers of regional and international passengers and is an ideal location to expand our presence.

"With the launch of Beauty&You, we hope to redefine the airport retail experience and customer journey with a comprehensive brand profile presented in an interactive and engaging environment. Our aim is to deliver the ultimate shopping experience to a diverse audience in one of the most robust travel markets in the world."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of the Shilla Duty Free stores at Hong Kong International Airport. He said, "Hong Kong is a top shopping destination for international visitors and an important transportation and logistics hub. We are excited to see new beauty and fashion technologies being deployed in-store to enhance the retail experience. I look forward to the Shilla Duty Free's further expansion in Hong Kong and beyond."

## About the Shilla Duty Free

An affiliate company of Samsung, the Shilla Duty Free is a travel retailer offering over 1,300 world-famous brands in fashion, jewellery, cosmetics, perfumes, watches and more. In Korea, it operates four duty free outlets – two in downtown Seoul and Jeju and two at airports in Incheon and Jeju. It also has downtown duty free stores in Phuket, Thailand, and Tokyo, Japan, as well as the new shops at Hong Kong International Airport. For more

information, please visit [www.shilladfs.com/comm/kr/en/main](http://www.shilladfs.com/comm/kr/en/main) or [www.beautyandyou.com.hk/en](http://www.beautyandyou.com.hk/en).

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