

# Elizabeth Arden partners with Changi Airport Group and The Shilla Duty Free in 'Travel Pitstop' launch



The Elizabeth Arden Travel Pitstop has landed at Singapore Changi Airport

Elizabeth Arden has partnered with Changi Airport Group and The Shilla Duty Free Singapore in its very first airport 'travel pitstop' promotion.

The Singapore Changi Elizabeth Arden Travel Pitstop serves as a 1-stop shop for customers to get free travel beauty tips, complimentary skin hydration services and opportunities to purchase Elizabeth Arden travel essential beauty products.

Jeff Lee, Vice President and Managing Director of The Shilla Duty Free Singapore, commented, "We are excited to partner with Elizabeth Arden and Changi Airport Group in yet another tripartite partnership to bring forth exclusive and interactive services to the passengers in Singapore Changi Airport. We look to excite our customers with more disruptive experiential activations and exclusive launches."

Located alongside The Shilla Duty Free Central Store at Terminal 2 Departure Transit zone from

March 8 until April 18, the eye-catching pitstop, in colorful reds and pinks, also features in the Terminal 1 Departure Transit Zone from April 19 to May 9.

Stepping into the Elizabeth Arden Travel Pitstop, customers are greeted by professional service personnel who provide useful beauty tips. Customers are encouraged to explore four beauty stations:

- Skin Nutrients - Elizabeth Arden's iconic range of travel-friendly capsules serum provide targeted skin solutions for different needs
- Skin Protection - Antioxidant serum PreVage protects skin from environmental stresses, preserving a fresh-faced look even on late nights travels
- Hydration Fix - Cult favorite Eight Hour range covers all hydration needs, from top to toe
- Wellness - The relaxing scents of Elizabeth Arden's Green Tea and White Tea fragrance and bodycare lines.



The Shilla Duty Free Singapore at Changi Airport is launching the new White Tea Eau Florale EDT exclusively ahead of domestics in Singapore

Customers can also enjoy a complimentary oxygen blast hydration boost featuring Elizabeth Arden's Eight Hour Miracle Hydrating Mist using the self-service dispensing machines. While the free hydration for face features the Eight Hour Miracle Hydrating Mist, the free hydration for hands and body features the popular Green Tea Refreshing Body Lotion.

A complimentary 'Travel with Arden' journal is offered for all visiting passengers of the pitstop while a simple purchase of \$50 would entitle the customer a collectible foldable shopping bag. Additional gifts with purchases await customers who purchase at the higher tiers.



In addition to the Elizabeth Arden Travel Pitstop being an exclusive Changi 1<sup>st</sup> launch, The Shilla Duty Free Singapore at Changi Airport is also launching the new White Tea Eau Florale EDT exclusively ahead of domestics in Singapore. The new White Tea Eau Florale EDT is a feminine and delicate fragrance comprised of a floral-musk bouquet: pink freesia, pink orris, blush honey suckle and trisamber.

Yumie Chia, General Manager of Elizabeth Arden Asia Pacific Travel Retail, said, “Singapore Changi Airport is an extremely important transit airport in Asia Pacific. By bringing our very first airport pitstop concept here, we would be able to showcase our services and travel-friendly beauty products to world class travelers. Having the exclusivity over domestics for White Tea Eau Florale also give us the competitive edge as we seek to always bring forth best deals and offerings for our customers.”

Elizabeth Arden’s ‘Travel with Arden’ campaign takes place yearly with a different theme. The 2024 theme visuals comprise of paper constructed cityscapes and the Arden woman in her happy travels. The paper art visuals were created in collaboration with paper artist, Chloe Fleury. Singapore Changi Airport is the first in Asia Pacific to bring forth the 2024 ‘Travel with Arden’ campaign, prior to its roll-out around the region in different formats.