


KrisShop becomes Platinum Partner for Moodie Davitt Virtual Travel Retail Expo

SINGAPORE. Omnichannel retailer KrisShop has signed as a Platinum Partner for the Moodie Davitt Virtual Travel Retail Expo, one of the biggest names yet to sign up for the pioneering digital event.

KrisShop is a three-way joint venture between Singapore Airlines (70%), Miami-based travel retailer 3Sixty Duty Free (15%) and ground services provider SATS (15%), formed in March 2018. Last year KrisShop was relaunched as a fully-fledged omnichannel ecommerce and lifestyle portal – a capability that sees it particularly well positioned in a fast-evolving sector landscape.



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Chris Pok, Shopkeeper, KrisShop





The premium travel retail experience of the year: The Moodie Davitt Virtual Travel Retail Expo marries sophisticated digital software with an easily navigable user experience and unrivalled market visibility provided by travel retail’s leading publishing house

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The unique 5-day ‘live’ event, followed by a 30-day showcase (click [here](#) to register) begins on 12 October, just after the conclusion of the Chinese Golden Week holidays. It features a star-studded series of activities across the five days, including a Symposium, category workshops and a new consumer research initiative. The hugely ambitious digital project is the culmination of over 3,000 man and woman hours from The Moodie Davitt and FILTR teams over the past three months. FILTR, an integrated design and communications agency, has conceived the virtual environment and easily navigable user experience. The company will be providing account management and stand curation services to every exhibitor.

The Moodie Davitt Report Chairman Martin Moodie said: “Premium events attract premium partners while innovative breakthroughs require the support of innovation leaders. There are few if any players in our industry that have so shaped a high-quality omnichannel vision or seized the opportunity as KrisShop has. I had the honour of attending the [KrisShop relaunch](#) at Raffles Hotel in Singapore last August, when the company curated a pop-up exhibition divided into several experiential zones, each showcasing a different retail feature of [KrisShop.com](#).

“It was an enthralling experience, including an immersive and experiential tour, and the unveiling of initiatives such as Project 60, which enables customers to order merchandise up to 60 minutes before departure out of Singapore with delivery to their seats. I can’t wait to see what Chris Pok and his team have got planned to show

at our Virtual Travel Retail Expo.”

Early bird rates for exhibitor bookings expire on **1 June**. The Moodie Davitt Report will be revealing a powerful and diverse line-up of confirmed exhibitors this week with many more agreements set to be finalised in coming days.

China Duty Free Group and The SEVA Group are Diamond Partners of the event. Platinum Partners to date (more will be announced this week) include Beam Suntory; Pernod Ricard Global Travel Retail; Parfums Christian Dior; Whyte & Mackay; Shiseido Travel Retail; Clarins; and Duty Free Global.

[Click on the YouTube icon to see how leading players are supporting the Moodie Davitt Virtual Travel Retail Expo]



From left to right: KrisShop CEO and Shopkeeper Chris Pok; The Moodie Davitt Report Founder & Chairman Martin Moodie; Singapore Airlines CEO Goh Choon Phong; and KrisShop Chairman Campbell Wilson pose for a social media photoshoot during the relaunch of KrisShop last August

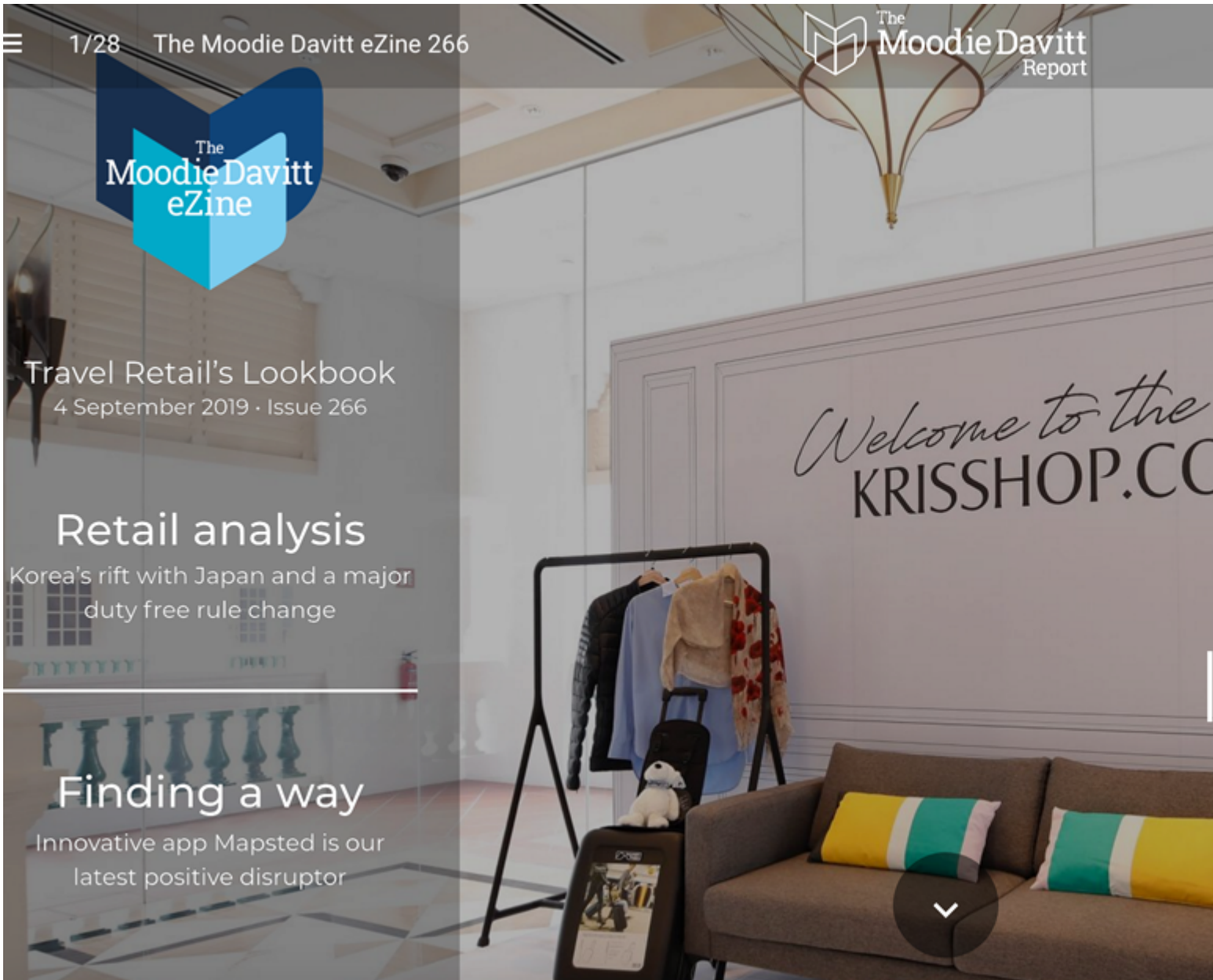
KRISHOP FLASH SALE: Enjoy up to 50% off over \$50
Makeup deals or get \$20 off with \$1000+ spend allowed

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Click [here](#) to visit KrisShop@Home, whose latest concept store launched in April is curated with items to enhance #stayhome moments during the Singaporean lockdown



Click on the image above to read The Moodie Davitt eZine's on location report of the KrisShop relaunch in 2019

About KrisShop

KrisShop is an omnichannel retailer. Starting out as Singapore Airlines' inflight duty free shop, it has since evolved beyond the inflight catalogue with a flagship ecommerce and lifestyle portal, following a joint venture between Singapore Airlines, ground handler SATS, and duty-free retailer 3Sixty (previously DFASS Group) created in November 2018. Anchored by its DNA of service excellence, KrisShop is committed to deliver "impeccable experiences with unrivalled quality and value".

[Click on the YouTube icon to view the relaunch of KrisShop last year]