CHANEL'S SINGAPORE POP-UP IS ONE AIRPORT WE DON'T MIND GETTING STUCK IN

News / Airports / Routes

Set foot into Chanel's latest pop-up store here, and you'd swear you were at a real airport.

A really stylish airport, let me add. For 12 days, On Pedder's sprawling one-storey space at Scotts Square has been transformed into an airport-themed plaza by the French luxury house.

Run by the uber chic "Chanel Airlines", customers are treated to a VIP-only airport terminal experience from the moment they hop onto the escalator that takes them up to the second floor of the shopping mall. Naturally, the Chanel Airlines terminal comes without the chaos and snaking queues that you find at your usual airports.

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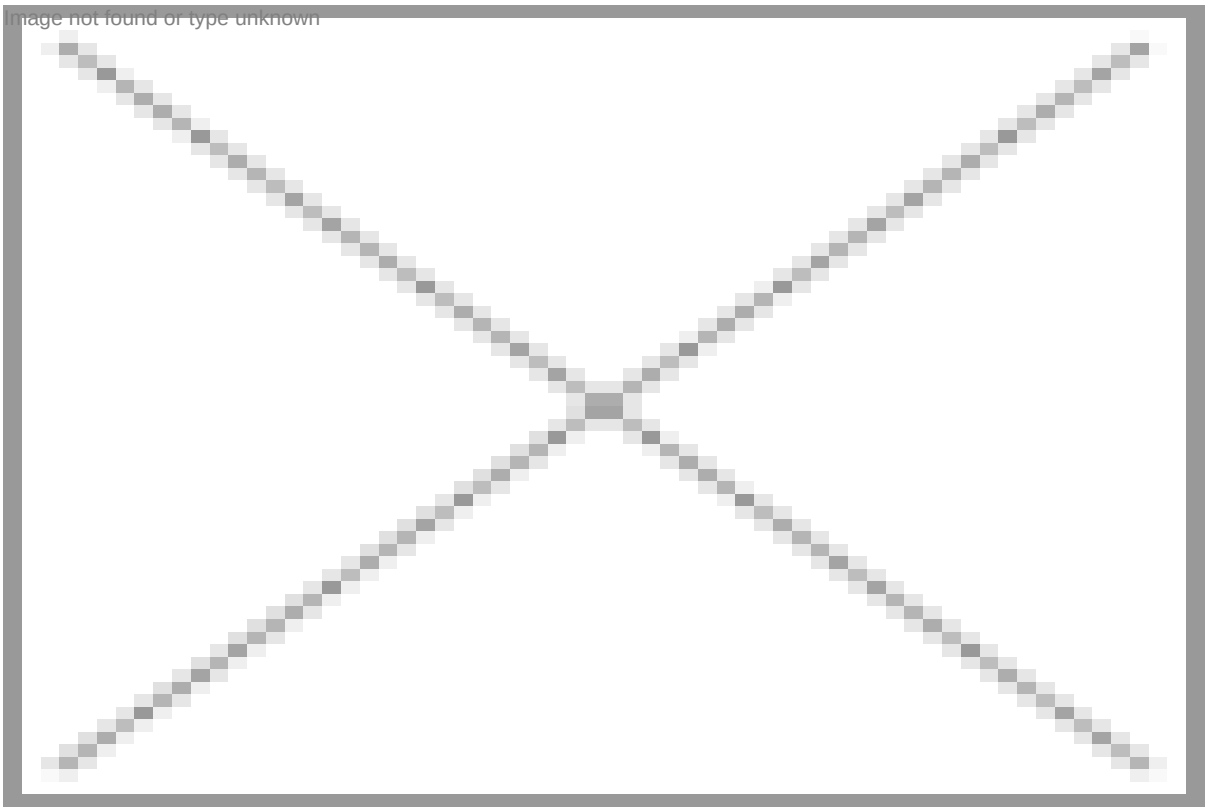
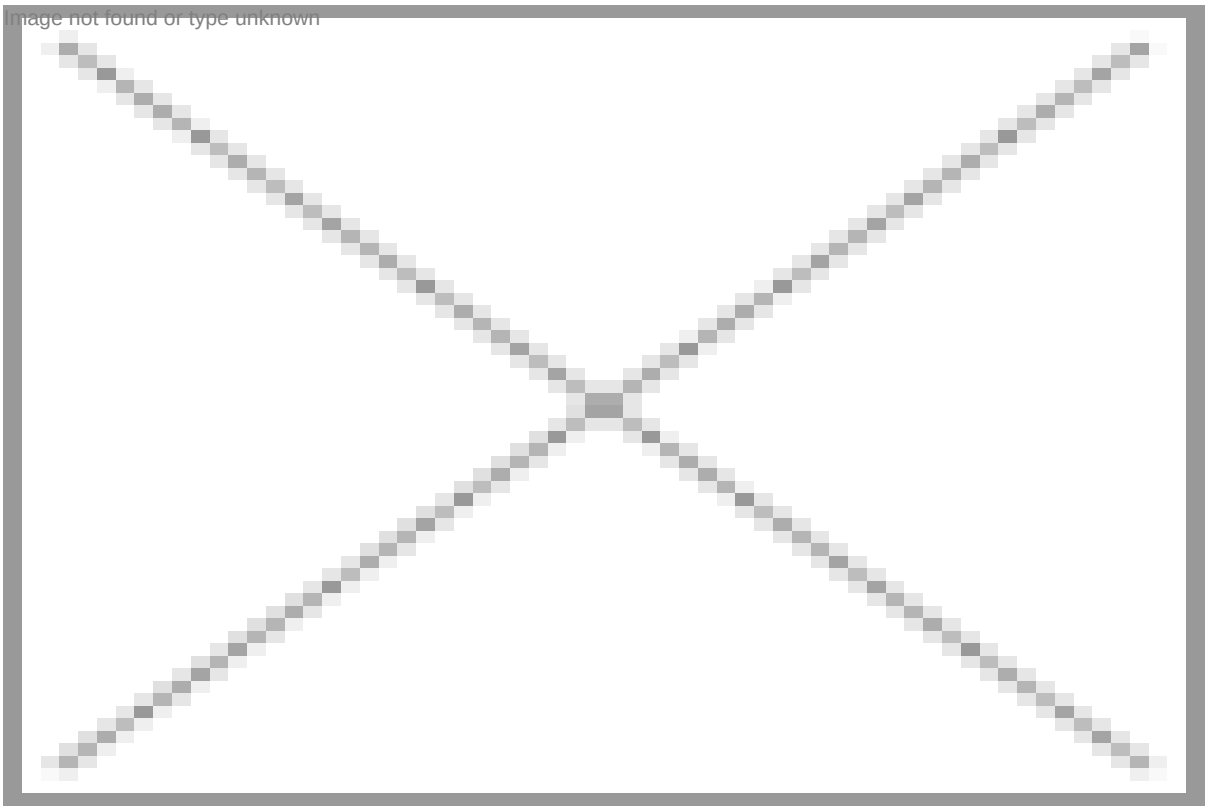


The installation's most eye-catching feature is its massive conveyor belt looping around the floor, displaying the latest accessories from Chanel's Spring/Summer 2016 collection.



The best part? Every Chanel item you see at this pop-up store, whether it's a J12 watch on the mannequin or ballerina flats passing through the conveyor belt, is all for sale.

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Beauty aficionados are not left out of Chanel's travel plans either, with a beauty counter installed in the space, offering a selection of the brand's signature beauty products.

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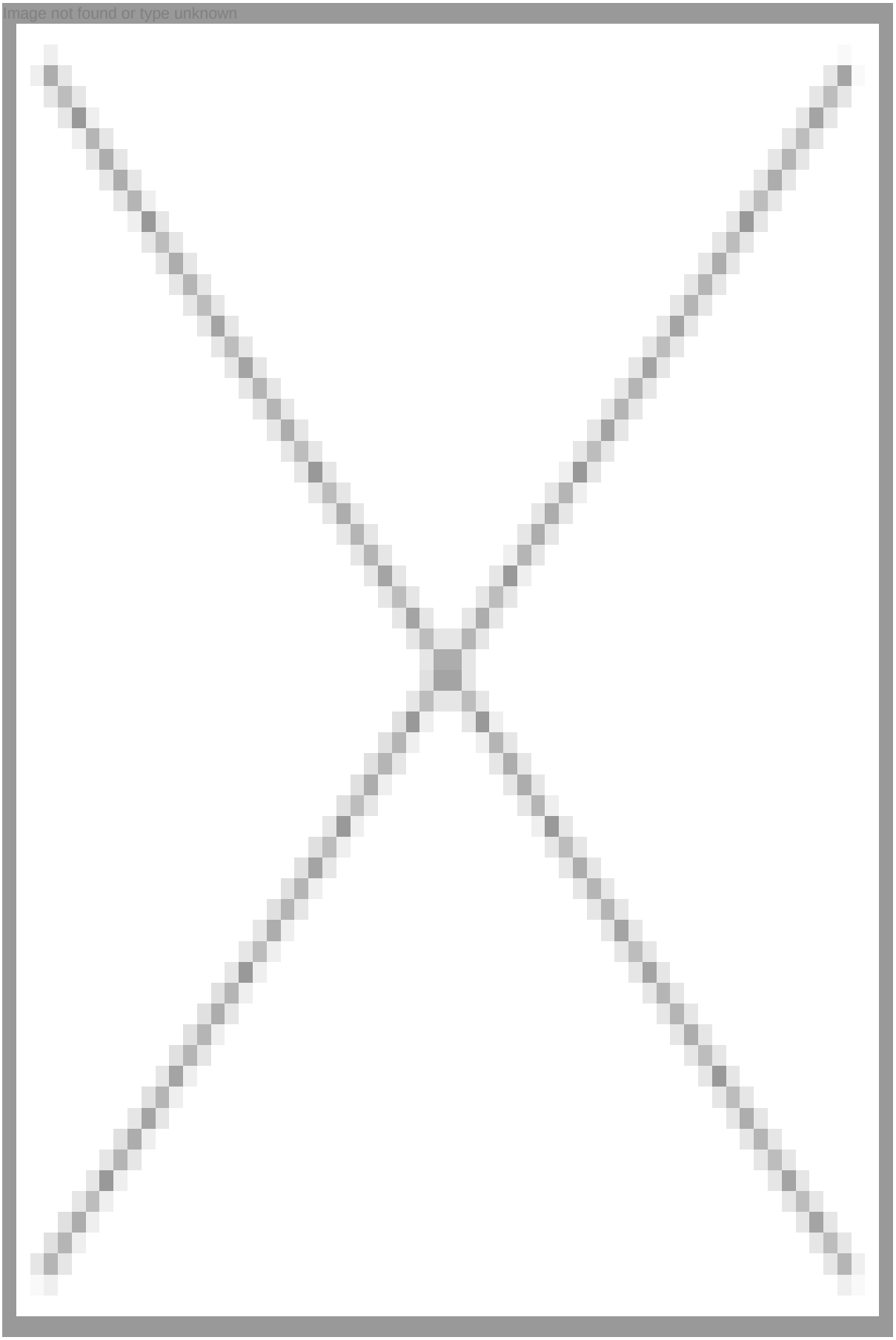

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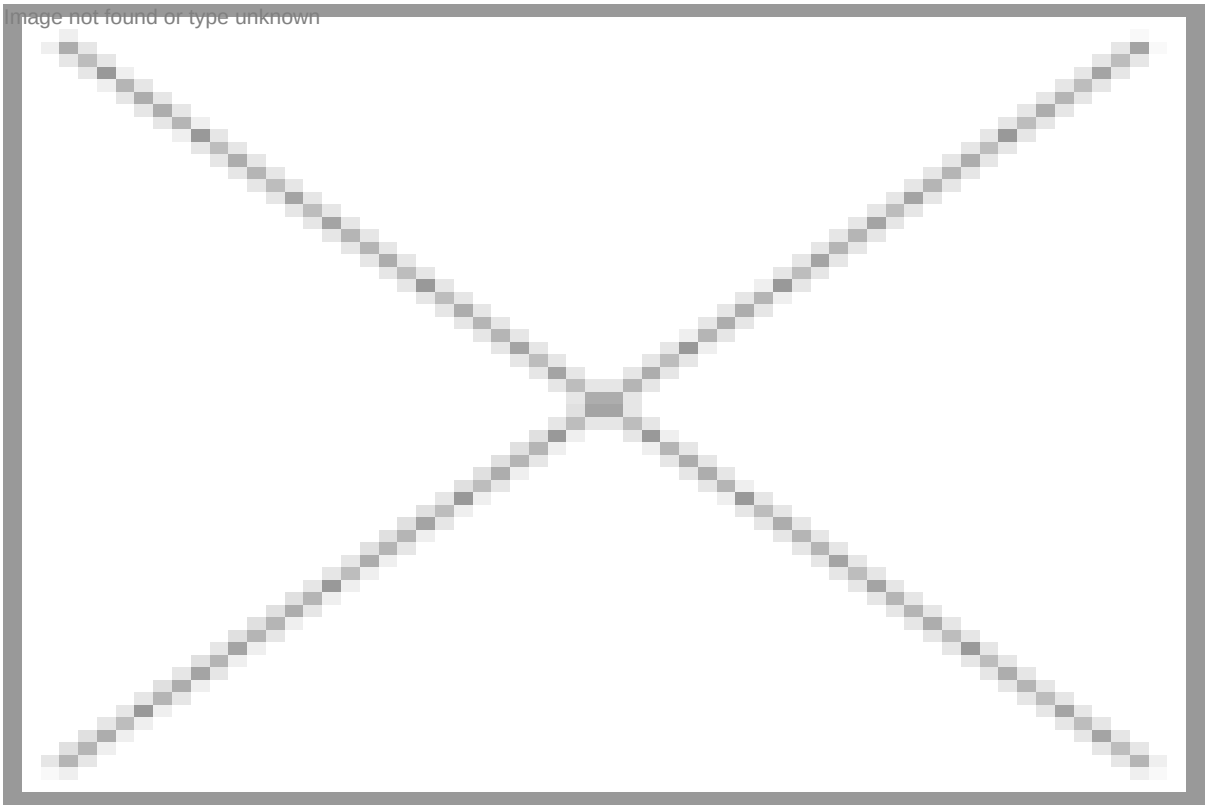
We think it's safe to say that Karl Lagerfeld has usurped the throne of dressing the jet-set crew. Because at this airport, the only check you'll be getting is a style check.

Time to clock those frequent flyer miles, ladies.



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