



Long Haul Spa extends reach with KrisShop

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12 February 2020

Brisbane-based beauty and wellness brand Long Haul Spa has expanded its reach in the Asia Pacific market by partnering with Singapore Airlines' retail division KrisShop. The new listing covers Singapore Airlines, Silk Air and Scoot.

Long Haul Spa Founder and Managing Director Christine Keeling said: "This is a game-changer for us, the first big step in our quest for travel retail and duty free distribution.

"We have had exposure with a few smaller players but KrisShop is a very significant contract in this space and we are delighted that they have taken us onboard. They have such a cool model: order 24-48 hours before your flight and have the product delivered to your seat."





Created with long-haul travellers in mind, KrisShop selected six Long Haul Spa SKUs including men's line Tarmac and the three-piece Mini Kit, along with four versions of the eight-piece Long Haul Spa Kit.

The product range (each item is 15ml) pricing is as follows: Long Haul Spa US\$99, Tarmac US\$69 and The Mini US\$49.

As reported, KrisShop joint venture partners Singapore Airlines, 3Sixty and ground services provider SATS unveiled a new omnichannel platform last September that they said will "help redefine travel retail in years to come". [Click here for the full story.](#)

