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# La Prairie to open Singapore flagship

*August 23, 2021*



Skincare brand La Prairie is to launch its first flagship store in Singapore, at the ION Orchard mall in September.

The 61m2 (657ft2) boutique, located at ION's basement 1, houses two facial treatment rooms, offering a range of facials each lasting 90 minutes, as well as an interactive product table and private consultation area.

The store is also the first local standalone boutique in Southeast Asia with La Prairie's new store design.

The visual merchandising design integrates the school of Land Art, whose philosophy is based on taking materials from the natural world and re-imagining them into pieces of art. The store includes wood and mineral elements, and the brand worked with craftspeople to create stone sculptures to decorate the boutique.



*The store features an interactive product table and private consultation area*

