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LUXASIA to open first Escentials store outside of Singapore

October 28, 2021



The new Escentials store in Suria KLCC Mall, Malaysia

Asian distribution company LUXASIA is to open the first store outside Singapore for its niche and luxury retail nameplate Escentials next week.

The shop will open November 2 in Malaysia at the Suria KLCC Mall. The launch will also include the opening of a website.

The Malaysian store will retail what LUXASIA calls a curated and focused collection of eight brands spanning fragrance, skincare, make-up, bath & body and home. The brands are: Penhaligon's, Bjork & Berries, By Terry, Maison Francis Kurkdjian, Acqua di Parma, Bvlgari, Van Cleef & Arpels and Amouage. Esentials aims to bring in more brands in the coming months.

The Malaysian opening is part of a wider expansion plan for the retail concept, which launched 15 years ago and has three stores in Singapore. LUXASIA's aim is for Esentials to become the leading luxury and niche omni-retail concept in Southeast Asia.

Esentials was one of LUXASIA's best-performing units during the pandemic, the company claims, and grew close to 25% during the period.

LUXASIA Group CEO Dr. Wolfgang Baier said: "Esentials is one of LUXASIA's key pillars to accelerate the growth of luxury niche beauty in Asia Pacific. Beyond expanding its presence in Malaysia, esentials will also land in Vietnam, Thailand, and other regional markets soon."

Despite what the distribution company calls difficult times, luxury beauty in Asia Pacific is expected to see growth. LUXASIA claims Malaysia's beauty market shows promise thanks to growing middle-class incomes.

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