

# LUXASIA opens fragrance stores in Singapore

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*Fragrance brand Creed's boutique at Singapore's Raffles City shopping mall*

Asian distribution company LUXASIA opened new stores for fragrance brands Creed, Diptyque and Maison Francis Kurkdjian in Singapore this fall. The openings come as the niche beauty category sees strong growth throughout Southeast Asia.

The Creed store, located at Raffles City shopping mall, is the brand's first standalone store in Singapore. The brand is already sold at counters in LUXASIA's niche and luxury store Escentials at Tangs Plaza and Paragon Shopping Center in Singapore.

"Singapore is the regional hub for niche beauty and this milestone boutique will definitely enhance Creed's brand resonance not just locally but also across Southeast Asia," commented LUXASIA Chief Commercial Officer Karen Ong.



*Diptyque boutique at Singapore's Raffles City*



French brand Diptyque also opened a store at the Raffles City shopping mall last month. To mark the opening, the brand hosted an event on November 9. The boutique was officially opened by LUXASIA Group Founder and Chairman Patrick Chong, LUXASIA Group CEO Dr Wolfgang Baier, LUXASIA Chief Commercial Officer Karen Ong, Diptyque Export Director Antoine Bertheuil and Diptyque Area Manager Asia Emilie Durrieu.



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The new 89m<sup>2</sup> (958ft<sup>2</sup>) shop marks Diptyque's largest store to date in Southeast Asia. LUXASIA claims that the brand is not only popular with consumers in Singapore, but Southeast Asian and Chinese shoppers, as well.

The boutique's design is inspired by a traditional French apartment and houses rooms dedicated to different product categories, such as fragrance, bath & body and candles.

LUXASIA claims that Raffles City is becoming an emerging hotspot for luxury and premium beauty brands. Earlier this year, LUXASIA partnered with LVMH-owned fragrance brand Acqua di Parma to open its first boutique in Singapore at the mall.

Additionally, in September LVMH-owned beauty retailer Sephora opened a new store in the Raffles City mall featuring the retailer's first Store of the Future concept in Asia. The retail concept focuses on exclusive and holistic beauty services, workshops and digital touchpoints.

LUXASIA also opened a new boutique for French brand Maison Francis Kurkdjian at Singapore's Ngee Ann City Shopping Center. The store's opening was attended by Maison Francis Kurkdjian Co-founder, President and CEO Marc Chaya.



*Maison Francis Kurkdjian at Singapore's Ngee Ann City Shopping Center*



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