

# Shiseido TR strengthens Serge Lutens' footprint in Asia



Serge Lutens counter at Bangkok Suvarnabhumi Airport, Thailand

Shiseido Travel Retail has accelerated the global expansion of prestige brand Serge Lutens with a succession of counter openings in Asia travel retail, bringing the eponymous French creator's iconic vision to travelers across the region.

A name synonymous with luxury fragrances and makeup, Serge Lutens is set to inspire consumers with its timeless collections at key airport and downtown duty free hubs in Thailand, Macau and South Korea. The expansion builds on Serge Lutens' momentum in EMEA travel retail, where its presence at prime locations such as Hamad International Airport and La Samaritaine Paris have driven the brand's awareness and visibility.

The strategic roll-out includes new openings at Bangkok Suvarnabhumi Airport and Macau Grand Lisboa Palace, and refreshed counters at Lotte Duty Free Main Store, The Shilla Duty Free Seoul and Shinsegae Myeongdong. "The selective distribution is well-timed to strengthen the brand's cult following in China and cater to the growing demand for niche fragrances among Asian Millennial and Gen Z consumers as the brand looks to further expand its travel retail reach in 2023," reads the press release.

"The expansion of Serge Lutens in Asia is an important achievement as we seek to strengthen our prestige fragrance and makeup business. As one of the preeminent beauty visionaries of our time, Mr. Serge Lutens is a true embodiment of the pioneering innovation that Shiseido stands for, and we are excited to write a new chapter in the brand's illustrious history.

"With the rise of niche fragrances and a growing appreciation of Serge Lutens' unique perfume creations among consumers, the stage is set for the brand's further success beyond EMEA. We thank our partners for their ongoing support in helping us tell the Serge Lutens story and bringing the brand to wider audiences in travel retail," says Philippe Lesné, President & CEO at Shiseido Travel Retail.

### **A new expression**

The new counters feature an elevated retail concept and design that is inspired by "Lutens' library of emotions." The brand's classic black retail codes have evolved to include one of Lutens' other favorite colors, purple – this striking black and purple theme is accentuated by glowing lights, perfumes presented as jewels, and key visuals to dramatically catch the eye.

At the heart of this immersive universe is the presentation table showcasing bestsellers and new releases, complemented by Serge Lutens' iconic motifs and oriental patterns. For a touch of personalization, a new gifting service offering the Japanese traditional art of Furoshiki wrapping will be available to travelers in 2023.

### **Integrated marketing campaign**

The landmark openings were supported with an exclusive series of launch celebrations, digital shopping events, and gift-with-purchase promotions, held in close cooperation with Shiseido Travel Retail's partners across Asia travel retail. In Bangkok, VIP customers were invited to discover their signature Serge Lutens scent from the Collection Noire on-counter and access exclusive GWP offers; and in Macau, Serge Lutens executed its first-ever KOL campaign via WeChat and RED, which successfully drove brand awareness, traffic, and sales – with overall impressions and engagement surpassing targets.

The bestsellers in travel retail: The Collection Noire's L'Orpheline Eau de Parfum, La Fille de Berlin Eau de Parfum and Spectral Cream Foundation reflect Lutens's character – minimalist, uncompromising and refined.



Serge Lutens counter at The Shilla Duty Free Seoul, South Korea