

STR x Samaritaine unveil impressive new beauty space



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Shiseido Travel Retail (STR) has unveiled six counters in the new Samaritaine, where DFS will showcase a curated retail offer of more than 600 brands across an area of 20,000-sqm.

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With the opening, STR is re-inforcing its longstanding partnership with DFS and its commitment to delivering exclusive and differentiated experiences for traveling consumers.



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“I am pleased to announce Shiseido Travel Retail’s presence in the highly anticipated opening of the stunning Samaritaine, which heralds a new beginning for luxury travel retail in Europe.

“We are very privileged to further strengthen our longstanding partnership with DFS Group and bring our prestige portfolio and skin beauty brands to one of Europe’s premier cities and duty free shopping destinations.

In homage to the renaissance of this architectural masterpiece, we are proud to present a series of landmark launches including the exclusive debut of Clé de Peau Beauté in France, underlining our commitment to deliver exceptional and differentiated experiences for travelers.

Warmest congratulations to DFS on this *magnifique* achievement. We look forward to elevating our partnership offerings in this new chapter of growth together,” says Philippe Lesné, President & CEO, Shiseido Travel Retail.