

# Acqua di Parma opens first boutique in Singapore

May 30, 2022



*Acqua di Parma boutique in Raffles City Shopping Center in Singapore*

LVMH-owned fragrance brand Acqua di Parma opened its first boutique in Singapore last month.

The 92m<sup>2</sup> (990ft<sup>2</sup>) store is located on the first floor of the Raffles City Shopping Center and was opened in partnership with Singapore-based distribution company Luxasia. The shop features high ceilings and two entrances, in addition to architecture and artwork meant to reflect the brand's Italian roots.

Customers can choose a scent using a fragrance finder, while the candle wall features the brand's new products and home collection. Personalization services, such as monogramming on bottles and caps and customized packaging, are also available.

A fresco, created by Italian decorator Pictalab, features images of the ingredients that make up Acqua di Parma Colonia. A video installation on the fresco plays imagery of the Italian Mediterranean. Opposite the fresco is a travertine counter that highlights the brand's gifting products.

The back of the boutique is home to the Barberia (the brand's only Barberia in Asia) offering grooming services.

The new shop is part of the brand's international expansion, particularly in Asia Pacific. Acqua di Parma has 13 boutiques in China, three in Taiwan, one in Japan and two in Hong Kong.

Commenting on the opening, Dr Wolfgang Baier, Group CEO of Luxasia said: "The launch of this flagship boutique in Singapore is not just a joint milestone but also represents our confidence in the immense potential

of luxury & niche fragrances in Asia Pacific. ”



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Acqua di Parma Singapore boutique ribbon cutting ceremony, featuring Fabio Rottoli (Regional GM for Asia Pacific, Travel Retail and Local Market, Acqua di Parma), Patrick Chong (Chairman & Founder, LUXASIA), Dr. Wolfgang Baier (Group CEO, LUXASIA) and Karen Ong (Chief Commercial Officer, LUXASIA)