

LUXASIA opens La Prairie pop-ups in Southeast Asia

January 5, 2023



La Prairie's Skin Caviar Lab Pop-up, Siam Paragon, Bangkok, Thailand



LUXASIA Group CEO Dr Wolfgang Baier at the Bangkok pop-up

Distribution company LUXASIA launched pop-ups for skincare company La Prairie across Southeast Asia last September to mark the introduction of the brand's new Skin Caviar Harmony L'Extrait, part of its Skin Caviar Collection.

The pop-ups, dubbed The Caviar Lab, were launched at prime retail locations in the capital cities of Malaysia, Thailand and in Singapore.



La Prairie's Skin Caviar Lab Pop-up, The Gardens Mall, Kuala Lumpur, Malaysia



La Prairie's Skin Caviar Lab pop-up, ION Orchard, Singapore

The Bangkok pop-up, at luxury mall Siam Paragon was one of the largest in the world for the launch.

In Singapore, The Caviar Lab pop-up was located at ION Orchard and included an interactive tour of the Woman Bauhaus Collective, where La Prairie paid homage to women artists.

In Malaysia, the pop-up was located at The Gardens Mall, Kuala Lumpur, and registered guests were guided to test the caviar formula.

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