

BEAUTYINC

BEAUTY > SKIN CARE

SK-II Unveils Immersive Concept Store in Kuala Lumpur

The skin care brand's first boutique pays homage to its Japanese heritage.

By **Jennifer Weil**

July 16, 2024, 1:00am

f X L P +



SK-II's new immersive retail concept, in Kuala Lumpur's Mid Valley Megamall. COURTESY PHOTO

Japanese skin care brand **SK-II** has just opened its first concept store, in Kuala Lumpur, in partnership with Luxasia, the Singaporean beauty distributor.

Malaysia is among SK-II's key markets in Southeast Asia, according to an SK-II spokeswoman.

The 585-square-foot boutique, located in the Mid Valley Megamall, was created to pay homage to the heritage of the **Procter & Gamble**-owned brand.

"More than a **retail** store, we want to provide a sanctuary for [people] to switch off from the world and immerse in the miracle world of Pitera," said **Sue Kyung Lee**, president, P&G global skin and personal care, in a statement. She called the opening "a momentous milestone for the house of SK-II."

Pitera is SK-II's proprietary natural bio-ingredient that is derived from fermentation. Rich in vitamins, amino acids and minerals, it is billed to improve visible skin damage and signs of aging.

In the new store, people can learn about SK-II — its origins spanning back more than 40 years ago, the craftsmanship behind it, as well as related scientific findings and skin care innovations.



Inside SK-II's immersive concept store Kuala Lumpur's Mid Valley Megamall.

The store's design elements are made from nature-inspired materials. In the product discovery area — meant to celebrate the craftsmanship behind Pitera — there is a product tester bar whose foundation is held up by rounded shapes inspired by sugidama balls. Such balls are made of cedar leaves that turn gradient over time. They represent the time element so key in the making of SK-II's ingredient with fermentation.

The shop counters' surface design nods to the patterns arranged in rice by Toji masters, since rice water plays a significant role in SK-II formulation.

"The fascinating story behind SK-II began with a quest to understand why elderly sake brewers had wrinkled faces, but extraordinarily soft and youthful-looking hands," wrote P&G in a statement. "These hands were in constant contact with the sake fermentation process."

The counters also display exclusive ceramic pieces by artists from Shiga, where Pitera was conceived in Japan.

Hinoki and sandalwood are used in the boutique to reference craftsmanship poured into Japanese barrel construction, so important in fermentation, and for their natural fragrance that promotes well-being.

In this boutique, SK-II offers a new "skin ceremony." It is a series of rituals carried out by brand experts that was inspired by the spirit of omotenashi, or wholehearted hospitality.

"Consumers are at the heart of all we do at SK-II, and this is a testament to our commitment to elevating skin care experiences for her and [to] transform," said Kyung Lee.

Wolfgang Baier, group chief executive officer of Luxasia, said: "Beyond growing our market footprint together, we are excited to continually push all frontiers and deliver top-notch **retail** experiences to delight consumers across the region. We have no doubt that this first-ever concept store in Malaysia is just the beginning of many more groundbreaking ventures together with SK-II."

BEAUTYINC NEWSLETTERS

Sign up for beauty news straight to your inbox every day

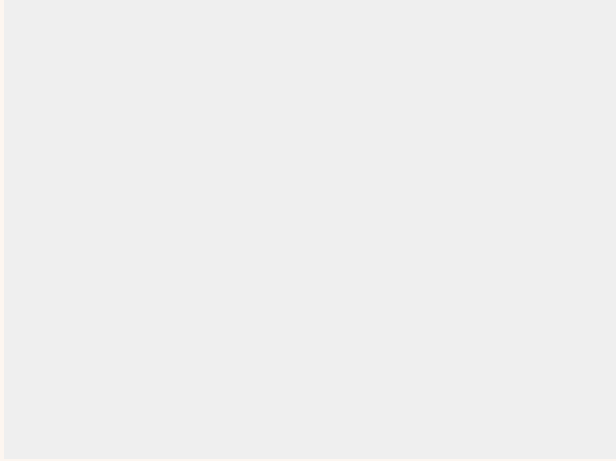
SIGN UP

Beauty Inc Recommends

FRAGRANCE

'Charlie's Angels' Star Jaclyn Smith Parlays Her Fashion Line Into Fragrance With HSN Launch

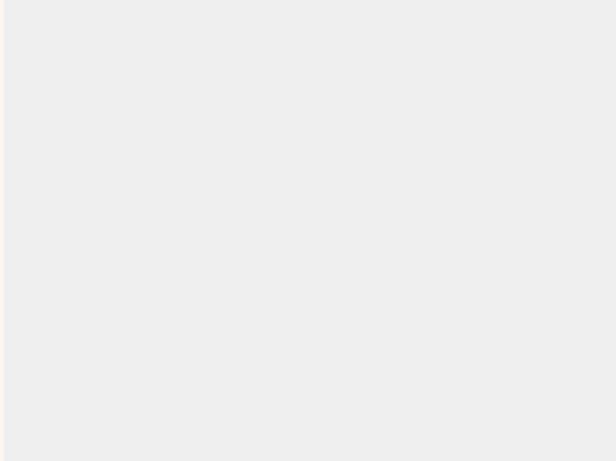
BY DAVID MOIN



BEAUTY FEATURES

EXCLUSIVE: The Estée Lauder Cos.' CFO Tracey Travis Said to Be Departing as Speculation Continues to Swirl Around CEO Succession

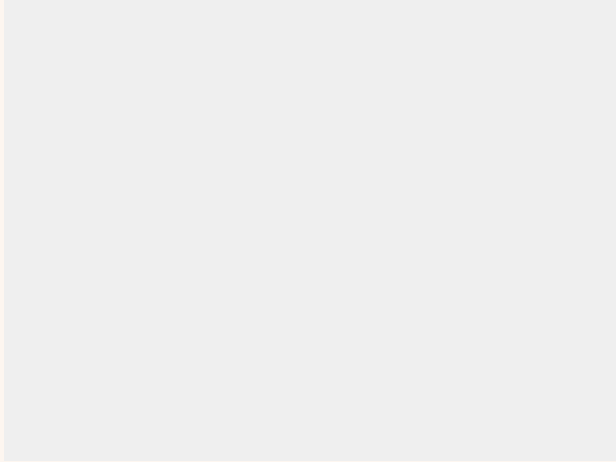
BY KATHRYN HOPKINS



BEAUTY FEATURES

Diptyque Makes Top Executive Changes

BY JENNIFER WEIL



Top News Stories Alerts Straight to your Inbox.

Email

SUBSCRIBE

By providing your information, you agree to our Terms of Use and our Privacy Policy. We use vendors that may also process your information to help provide our services. // This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy and Terms of Service apply.



WWD and Women's Wear Daily are part of Penske Media Corporation. © 2024 Fairchild Publishing, LLC. All Rights Reserved.
Powered by WordPress.com VIP