

SK-II opens new retail concept in Kuala Lumpur

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Skincare brand SK-II has opened a new retail concept at the Mid Valley Megamall in Kuala Lumpur, Malaysia, in partnership with distribution company LUXASIA. The concept store focuses on the brand's skincare ingredient PITERA, which is made from a proprietary yeast fermentation process.

Each element in the store is made from nature-inspired materials and is designed to reflect SK-II's Japanese heritage. The store features Hinoki wood and sandalwood, as well as Hinoki wood-inspired patterns and the scent of a blend of Japanese cypress.



The product tester bar features large balls inspired by Sugidama

The store's product tester bar is supported by large balls inspired by Sugidama (balls made from the tips of cedar leaves that change color over time) and represent the passing of time in PITERA's fermentation process. The designs on the bar's surface are inspired by the patterns arranged in rice by Toji masters.

On the bar, product collections are arranged around works of art created by a ceramic artist from Shiga (the birthplace of PITERA), which are meant to represent the benefits of the brand's skincare lines.



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SK-II has launched a new treatment called the SK-II Skin Ceremony, which is inspired by omotenashi (Japanese hospitality) and is a series of skin rituals dispensed by the brand's skin aestheticians.

The official opening of the concept store on June 22 was attended by beauty figures from Southeast Asia as well as SK-II's global ambassador MINA from the girl group TWICE.

"This first-ever SK-II concept store in Kuala Lumpur, Malaysia, marks a momentous milestone for the house of SK-II [...]. This is the beginning of a new era to elevate the SK-II shopping experience, and we look forward to sharing it with the rest of the world," comments Sue Kyung Lee, President, P&G Global Skin & Personal Care.

Wolfgang Baier, Group CEO, LUXASIA, added: "We are very proud to partner SK-II in their expansion and elevation in Asia Pacific. 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."