

# LUXASIA highlights in-store services & retailtainment with new beauty boutiques

*February 3, 2026*



Asia-based distribution company LUXASIA opened a string of beauty stores and pop-ups towards the end of 2025 with a focus on luxury, services and retailtainment.

The company opened Hermès' first Perfume and Beauty store in Southeast Asia, located at Raffles City Shopping Center in Singapore's Business District in October 2025.

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*Hermès first Perfume and Beauty store in Southeast Asia*

The store features make-up stations with mirrors and a library displaying Hermès decorative objects and books. A private consultation room houses a make-up counter with a mirror, sink, sofa and Hermès drawings.

The store's counters and niches display the brand's signature products, while also presenting seasonal novelties. The Hermessence collection has its own display and seated consultation area.



*Puig's first multi-brand boutique in Vietnam*

LUXASIA also opened the first multi-brand boutique for Puig in Vietnam selling three fragrance brands: Jean Paul Gaultier, Carolina Herrera and Rabanne. The store is located in Crescent Mall, Ho Chi Minh City.

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*The Byredo boutique at Takashimaya Shopping Center, Singapore*

For Byredo, LUXASIA reopened the brand's boutique at Takashimaya Shopping Center, Ngee Ann City in Singapore. The revamped space is inspired by Scandinavian simplicity, featuring clean architectural lines combined with the natural textures of stone and wood, as well as brushed metal. The boutique sells Byredo products across beauty, fragrances and home.



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For SK-II, LUXASIA brought the brand's Red Truck Pop-Up to Suntec City Mall in Singapore for the 2025 holiday season. The pop-up featured SK-II's festive bear mascot, Pitekuma. The PR event was attended by KOLs and media who discovered the Festive Best Collection Kit and were offered complimentary matcha. Exclusively for the festive season, customers could receive a limited-edition Pitekuma bag charm and jewelry tray collectables.

Visitors could also learn more about their skin health with SK-II's contactless skin analysis tool, the Magic Scan. The tool uses facial recognition and Artificial Intelligence (AI) technology to provide a review of the user's skin, guided by the brand's on-site beauty consultants.



In Vietnam, LUXASIA held a pop-up with SK-II at Lotte Department Store in Hanoi. The pop-up featured a performance by three aspiring performers, Đông Quan, Lâm Anh and Cường Bạch from the viral music reality show, Tân Bình Toàn Năng.

The trio were introduced to SK-II's Facial Treatment Essence and experienced other popular products selected for the festive season. Some 45 fans were invited to a private fan-sign session to interact and take group photos while receiving exclusive gifts from SK-II.

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*Amouage's first pop-up in Hong Kong at the K11 MUSEA shopping mall*

For Amouage, LUXASIA opened the brand's first pop-up in Hong Kong at the K11 MUSEA shopping mall. The space took inspiration from Amouage's roots in the Sultanate of Oman. It featured a facade in soft sandstone tones, reflecting the rose terraces of Jabal Akhdar, and a copper disc reminiscent of Oman's sunsets over the desert dunes. The pop-up is open until mid-March.

## Other retail

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