

Aveda reopens flagship store in Singapore with new concept

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Asian company LUXASIA has reopened haircare brand Aveda's flagship store at Takashimaya Shopping Center, Ngee Ann City in Singapore with a revamped store concept. The flagship store, which initially opened in 2011, is the first location in Southeast Asia to unveil the new concept.

The store is described as an Experience Center, and says Aveda, extends beyond traditional retail with the aim of engaging the five senses and providing consumers holistic care for the body and mind.



The new concept focuses on three key pillars: rituals, consultations and education.

Customers can participate in multi-sensory rituals. For example, Root to Rise intends to engage the senses through touch, scent and sound, and extend the brand's botanical philosophy beyond haircare to overall wellbeing. The store's rituals will change monthly.

Consultations include scalp analysis and dosha assessments, which aim to associate product selection with broader personal wellbeing.



In terms of education, a discovery table at the center of the store invites customers to explore ingredient origins, product benefits and Aveda's sustainability initiatives through visual storytelling.

The store also features a Chakra Self-Discovery Zone, which enables customers to explore Aveda's signature Seven Chakra aromas through a sensory wall.



In addition, the store hosts Cut-A-Thon, a charity haircut activation, which customers can book online, with all proceeds from the initiative donated.



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