

Atelier Cologne's unveils first pop-up store in Southeast Asia

By **Elena Owyong** on November, 28 2018 | Retailers



Officiating ribbon-cutting ceremony (from left to right): Colours & Fragrances Assistant General Manager Amy Chew; Colours & Fragrances Business Development Director Afendi Dahlan; Malaysia Airports General Manager for Commercial Services Hani Ezra; Malaysia Airports Senior General Manager for Commercial Services Nazli Aziz; L'Oréal Travel Retail Asia Pacific General Manager Tony Khajenouri; and L'Oréal Travel Retail Asia Pacific Area Manager Alice Lee



Atelier Cologne has a wide range of products at its new pop-up store at the Kuala Lumpur International Airport

L'Oréal Travel Retail brand Atelier Cologne and retailer Colours & Fragrances have jointly launched their first pop-up store in Southeast Asia, located within Kuala Lumpur International Airport (KLIA).

The opening ceremony was officiated by key representatives from Colours & Fragrances, L'Oréal Travel Retail Asia, Malaysia Airports. In addition, Key Opinion Leaders (KOLs) such as Preston Lee and Lucas Lau from Malaysia and Qi Qi from China were also present at the ceremony.

During the event, guests were presented with personalised fragrances, as well as customised leather cases for their fragrances. These were labelled with their names or initials. They also got to know about the inspirational stories behind the development of the various fragrances.

The pop-up store was designed to be in line with Atelier Cologne's stores around the world, featuring the company's signature Venetian blue, coupled with vintage decorations and furniture.

This striking design aims to provide visitors and customers with a visually appealing and memorable experience within the KLIA.

Colours & Fragrances Assistant General Manager Amy Chew said: "The unique concept and design of Atelier Cologne's pop-up is eye-catching, fresh and novel. The open space location within the building makes it an ideal spot for the brand to unveil its range of products to a new international audience."

"With the wonderful support of Malaysia Airports and strong partnership with L'Oréal, we are delighted to deliver this first pop-up store in SEA airports. It is indeed a Trinity partnership - airport authority, retailer and brand principal. The pop-up is designed to engage travellers' sight, smell and touch. It will appeal to travellers' need for personalised gifting and create meaningful experiences."

Malaysia Airports Senior General Manager for Commercial Service Nazli Aziz echoed similar sentiments. He said: “Having an international and prestigious brand such as Atelier Cologne launch its first Southeast Asia airport pop-up concept at KLIA is a validation of Malaysia Airports’ effort in creating joyful experiences.”

L’Oréal Travel Retail Asia Pacific General Manager Tony Khajenouri added that all their Colognes Absolues are a moment in a bottle, making them the perfect gift. “We believe that Atelier Cologne will create a story or a powerful memory for Malaysians and those travelling in the region,” he said.

The opening of the pop-up store in KLIA will help to bring across the Atelier Cologne’s brand closer to the Asia region. This follows from the company’s opening of its earlier store at Paris Charles de Gaulle Airport.