

# Eraman opens new flagship stores & introduces Dior, Lancôme, Swarovski & Estée Lauder

By **Laura Shirk** on January, 10 2020 | Retailers



With the opening of its first Dior free-standing flagship store at KLIA, ERAMAN continues its overall airport commercial reset strategy plan



With the opening of its first Lancôme free-standing flagship store at KLIA, ERAMAN offers a store concept designed to enhance the consumer experience

ERAMAN, the leading airport duty free and travel retailer in Malaysia, is proud to announce the opening of its new flagship stores: Dior, Lancôme & Swarovski at Kuala Lumpur International Airport (KLIA) and Estée Lauder at Kota Kinabalu International Airport (KKIA). This marks the continuation of the overall airport commercial reset strategy plan and execution rollout, which was initiated by the parent company's Commercial Reset Strategy.



Almost 700 square feet, the new Swarovski flagship store at KLIA showcases a wide-range of top products & pieces

Zulhikam Ahmad, General Manager, Malaysia Airports, says: “We are excited to unveil our first Dior and Lancôme free-standing store and second for Swarovski at KLIA with a total of 2,438 square feet (Dior: 947 sq. ft.) (Lancôme: 818 sq. ft.) and (Swarovski: 673 sq. ft.).

This is a significant initiative to position us as the preferred airport duty free and travel retail partner in Asia Pacific specifically Malaysia. The overall project, which started this year, has started to make an impact to the retail landscape at KLIA Departure Hall, Level 5”.

“We are truly delighted to be working with renowned brands such Dior, Lancôme and Swarovski in bringing the latest concept store to travelers. The store concept is designed to enhance consumers experience; inviting them to experiment the brand and allowing them to explore the various products offered in one space.”

The ERAMAN and Estée Lauder A.G Lachen partnership has offered an additional renowned brand, as part of its extended offering at KKIA. “With the introduction of this premium brand in KKIA, I’m confident that this iconic brand will appeal to all travelers. In fact, the brand is highly popular with the Chinese tourists who are ERAMAN’s second largest nationality to shop our stores,” adds Ahmad.

The Perfumes and Cosmetics category is one of ERAMAN’s main categories, with a commendable growth in 2019. At the third quarter of the 2019, the beauty category (Perfumes & Cosmetics) contributed a significant growth of 18% of total ERAMAN sales.