

Reference Material

January 16, 2024

Molton Brown Showcases Fragrance Expertise with First Flagship Store at TRX in Kuala Lumpur, Malaysia

Brand Growth in Asia for Extended Global Reach

Kao Corporation launched Molton Brown, its British luxury fragrance brand, in the Malaysia market. The Molton Brown flagship store opened on December 22, 2023, in partnership with Valiram, Southeast Asia's leading luxury and lifestyle group, in the Exchange TRX Mall, an upscale shopping center located in Kuala Lumpur's international financial district.

Molton Brown plans to expand its presence in Malaysia through various channels soon after the opening. The next steps for brand expansion will be the launch of a Molton Brown e-commerce site and the acceleration of its luxury hotel amenities business, in order to create various touch points to send customers to the store and e-commerce. This strategy aims to enhance the brand's visibility in Malaysia based on the idea of a Molton Brown “Molton Brown Village,” an effective brand promotion concept that has already been implemented in Japan.

Kao has launched a “Global Sharp Top Strategy” to significantly expand its beauty brands beyond their current core markets, starting with SENSAI, Molton Brown, and Curél. Following the expansion into Malaysia, Molton Brown plans to move into B-to-C businesses in Singapore, Thailand, and Hong Kong in 2024, and then to debut in Indonesia and Macau. The brand aims to position itself for further globalization by strengthening its business in Asia.



About Molton Brown

Born in South Molton Street, London in 1971, Molton Brown is an enduring icon of uniquely British style. The brand is devoted to sustainable Made-in-England manufacturing. Her Late Majesty Queen Elizabeth II awarded Molton Brown the Royal Warrant in recognition of the brand's commitment to producing quality products using only selected ingredients. Kao operates a dedicated Molton Brown factory in Elsenham, a

London suburb, to doubly ensure sustainability and environmentally conscious manufacturing practices*¹. The store's design pays homage to the first Molton Brown salon, which opened more than half a century ago. The new store continues to uphold the brand's legacy by offering shoppers a unique multi-sensory experience through a dedicated area called the "fragrance playground". Molton Brown's Malaysia store is the first store in the world to introduce the same Fragrance Playground with its flagship Regent Street store in London, allowing customers to fully enjoy the world of Molton Brown.

*1 Some accessories are excluded

About Molton Brown Village

Molton Brown Village is an innovative online-merge-offline (OMO) concept that aims to create multiple touchpoints with customers. Various stores around the TRX Mall and amenities at nearby luxury hotels and restaurants will create synergy to generate customer interest and direct traffic to the brand.

The same Molton Brown Village concept has recently been actualized in Japan with the opening of a store in Karuizawa, an upscale mountain resort in Nagano Prefecture. The beautiful natural scenery and cultural attractions of Karuizawa make it a popular destination for tourists from both within and outside of Japan. The new Karuizawa store was opened at the Prince Shopping Plaza in the luxurious Karuizawa Prince Resort. Further OMO touchpoints have been established in the region through the provision of amenities at the Prince Villa Karuizawa and wedding favors at the Karuizawa Prince Hotel Forestana Karuizawa wedding resort. The Molton Brown Village business model will be expanded throughout Asia to enhance the global presence of the Molton Brown brand.

Store Overview

Store name: Molton Brown The Exchange TRX Mall

Location: Persiaran TRX, Tun Razak Exchange, 55188 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

Business hours: 10:00-22:00

Store area: 68.2 sqm

Opening date: December 22, 2023

Related Information

[Molton Brown brand website](#)

[Molton Brown Japan brand website](#)