

**FOR IMMEDIATE RELEASE**

December 20, 2024

## **Molton Brown launches in Indonesia**

### **Kao advances global growth of its Cosmetics Business by strengthening its foothold in the Asian luxury fragrance market**

**SURABAYA/TOKYO, DECEMBER 20, 2024** – Kao Corporation (President and CEO: Yoshihiro Hasebe) is expanding its presence in the Asian luxury fragrance market with the debut of **Molton Brown** in Indonesia. The brand's first flagship store is set to open on December 22 at **Ciputra World Surabaya**, a premier shopping destination in the country's second-largest city.

The launch represents another milestone in Kao's **Global Sharp Top Strategy**, which focuses on establishing leadership in premium market segments through high-value offerings. It also supports its Cosmetics Business' strategic focus on the growth categories of luxury fragrance and premium skincare. Molton Brown, renowned for its heritage, quality, and fragrance expertise, is poised to redefine luxury fragrance in Indonesia.



View of the Indonesian flagship shop

### **A Multi-Sensory Experience**

Located in the Ciputra World Surabaya Mall, a premium shopping destination in West Surabaya, the flagship store offers customers a distinctive journey into the world of Molton Brown. A hallmark of the shop is **The Fragrance Playground**, a dedicated area featuring augmented reality (AR) technology that animates fragrance ingredients and provides interactive learning experiences. The store also features Molton Brown's new "**Artists of Note**" campaign, an artistic collaboration that highlights Molton Brown's identity as a "fragrance-first" brand, showcasing iconic scents interpreted through the lens of British creators.



## Expanding in Indonesia and Beyond

Molton Brown's expansion into Indonesia includes plans to develop its **amenity offerings** with luxury hotels in Bali, aligning with an omnichannel strategy that integrates retail, e-commerce, and travel retail. This initiative is a part of Molton Brown's broader Asia-Pacific growth, with recent launches in Malaysia, Hong Kong, and Macao, and upcoming entries into Singapore and Thailand.



View of Malaysia IOI City Mall



View of Taiwan FUXING Breeze Center

## Store overview

Name: MOLTON BROWN Ciputra World Surabaya

Location: Ciputra World Surabaya, Jl. Mayjen Sungkono No. 87-89 Surabaya - Indonesia

Opening hours: 10:00-22:00

Size: 70 sqm.

Opening date: 22 December 2024

## Related Information

[Molton Brown® UK | Luxury Beauty, Fragrance, Bath & Body Gift Sets](#)

## About Molton Brown

Founded in 1971 in London, Molton Brown is a pioneering luxury brand renowned for its expertly crafted fragrances, bath, body, and home products. Since its foundation, the brand has been firmly committed to sustainability, ethical sourcing, and cruelty-free practices. The products\* are being Made in England in a dedicated factory on London's outskirts.

For more information, visit [moltonbrown.com](https://moltonbrown.com).

\* Some hair care and hotel amenity products are not made in the UK.

## About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical business, which contributes to a wide range

of industries, Kao generates about 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

**Media inquiries should be directed to:**

Public Relations

Kao Corporation

[corporate\\_pr@kao.com](mailto:corporate_pr@kao.com)