



Asia (ex-China) Retail & E-commerce

Weekly Updates

18 October – 24 October 2018

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the latest in Asia

Asia at a glance

[Apparel and footwear: H&M launches its first Asian-fit lingerie line](#)

H&M has rolled out its first Asian-fit lingerie line, currently available at H&M stores with lingerie departments in Hong Kong and on hm.com

[Apparel and footwear: Maison Kitsune plans massive expansion in Asia](#)

Parisian fashion brand Maison Kitsune is planning a massive rollout in Asia, targeting 100 million euros in sales

Japan

[Retail in general: Japanese government plans to make daily goods eligible for 2% tax rebate](#)

The Japanese government mulls making daily goods such as food and beverages eligible for a previously announced 2% tax rebate program which is intended to boost local demand following the consumption tax hike to 10% in 2019

South Korea

[Duty-free shops: Lotte Duty Free expands flagship to boost K brands](#)

Lotte Duty Free has added a new 519-sqm retail area at its flagship store in Myeong-dong, aiming to promote small and medium-sized local brands

[Beauty and personal care: Amorepacific accelerates expansion in Australia, New Zealand](#)

Amorepacific Group is ramping up its presence in Australian and New Zealand markets by introducing one more of its brands in the Oceania region

[Luxury: Chanel boosts e-commerce presence in South Korea](#)

Chanel has recently launched its beauty and perfume e-commerce site in South Korea; the virtual opening will be followed by a physical one in November 2018

Singapore

[E-commerce: 7-Eleven Singapore pairs up with Lazada, Ninja Van](#)

7-Eleven Singapore has paired up with Lazada and Southeast Asia's last-mile logistics firm Ninja, allowing online shoppers to collect their online orders at any of its 350 stores nationwide

Malaysia

[Apparel and footwear: Victoria's Secret Malaysia opens first full-range store](#)

Victoria's Secret has launched its first full-range store for Malaysia in tie-up with its regional partner Valiram Group

India

[E-commerce: Paytm launches mobile payment service PayPay in Japan](#)

One97 Communications, the operator of India's mobile payment platform Paytm, has recently launched a QR-based mobile payment service called PayPay in Japan

[Beauty and personal care: Bath & Body Works to launch in India](#)

U.S. beauty brand Bath & Body Works will soon open its first India store in Mumbai at Palladium in partnership with local retail group Major Brands

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