



Saint Petersburg, April 12, 2018  
Post-release

## **Asia's Leading Health And Beauty Brand Watsons Has Announced Its Official Launch In Russian Market**

**On April 12 an official opening of the first Watsons store in Russia took place in St Petersburg. Watsons is the leading health and beauty brand in Asia and Eastern Europe, it is also a flagship brand of A.S. Watson Group, the world's largest international health and beauty retailer founded in 1841 in Hong Kong. The opening ceremony included participation of Watsons' top management: Toby Anderson (CEO Watsons Health & Beauty in Asia and Eastern Europe) and Andrey Melnikov (CEO Watsons Russia).**

"We are going to introduce Russia over 1,000 new goods with the accent on Asia-beauty trend. There is much more attention to the makeup in Asia comparing to Europe. In Asia makeup consists of 20 steps. In Europe women spend less time for the makeup because they have less of free time. We will help Russian customers to find the needed brand or product" says Toby Anderson at the opening ceremony in St Petersburg.

Watsons' assortment consists of over 9,000 products. Chain's featured goods are Asian and particularly Korean brands that are currently popular among Russian customers.

Today Watsons operates over 6,600 stores in 12 Asian and European markets, offering quality-assured health and beauty products and services to customers and help them Look Good Feel Great. In 2018 Watsons plans to open 70 stores and 600 job vacancies in St Petersburg.

"We are planning our further development as well; our intermediate goal is 100 stores. This year we'll also launch our eCommerce which is going to cover all of the Russian territory" says Andrey Melnikov adding that 80% of the in-store goods will also be presented online.

Speaking about the secret of A.S. Watson's long-living success Toby Anderson explains it by open-mindedness and innovations: "We open 3 new stores every day in the different parts of the world. We feel some sort of a hunger to care about our customers. All of the women in the world want to look younger. There's different pollution level in different cities of the world and therefore some places require people to spend more time for skin moisturizing. In other cities people spend more time for skin cleaning. We care about how people feel themselves while choosing the health and beauty products both in-stores and online. Our priority number one is our customers and their everyday life".

The event's special guest was Ivan Zhvakin, an actor of TV series "Molodyozhka".

### **About A.S. Watson Group**

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer with over 14,100 stores in 24 markets. Each year, over four billion customers and members shop with our 12 retail brands, both in stores and online.

For the fiscal year 2017, A.S. Watson Group recorded revenue of HKD156.2 billion. We have over 130,000 employees worldwide.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Please visit [www.aswatson.com](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>.

**Polygraph-quality photos:** <https://yadi.sk/d/15SHUJvz3UN6zs>

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