



## SUPERDRUG EXPANDS ITS PREMIUM FRAGRANCE & BEAUTY OFFERING

*Acquisition of 7 new brands and 102 product lines, reinforces brand's plans to further build market share through its premium beauty strategy*

July 2022: High-street giant, Superdrug, has added 7 new premium brands to its portfolio. The addition of YSL, Viktor & Rolf, Prada, Giorgio Armani, Valentino and Narciso Rodriguez fragrance brands along with American cosmetics brand, Urban Decay demonstrates Superdrug's response to the shifting retail landscape, offering its customers beauty choices for every budget. The expansion takes Superdrug's total fragrance and beauty portfolio to 54 and 29 respectively, with more beauty brands set to be added throughout the year and marks another step in the brand's commitment to delivering high-quality, on-trend, accessible beauty.

Having shown a strong performance over the last year-to-date, Superdrug has grown its fragrance and cosmetics sales by +39% YoY. Trading Director, Megan Potter, said: "We're incredibly excited about the new acquisitions. As an accessible retailer, offering our customers the right combination of value and quality is crucial for us, and we are delighted to be able to offer our customers a full shopping experience that aligns with their wants and needs. Whether they are looking for premium, own brand or ethical beauty, we have something for everyone."

The new category offerings will be supported with genderless in-store fixtures and all Superdrug stores carrying the new premium brands will feature a team of highly trained experts to inspire and educate customers, providing a seamless luxury experience.

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For further information please contact the Superdrug press office at evoke Mind+Matter on: 01273 712000 or email [superdrug-mindplusmatter@ashfieldhealth.com](mailto:superdrug-mindplusmatter@ashfieldhealth.com).

**Notes to editor:**

Superdrug offers the best in trending beauty brands, everyday personal care, and essential health products. With over 830 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Premium fragrances available in 63 stores nationally and via <https://www.superdrug.com>.

Superdrug shoppers can locate their nearest store by visiting the store finder on [superdrug.com](https://www.superdrug.com).

**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 operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

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

Please visit [www.aswatson.com](http://www.aswatson.com) for more information.