

Singapore Tourism Board Brings an Exclusive Taste of the Destination's Exciting Retail Scene to India in Collaboration with Nykaaland

The Singapore Tourism Board (STB) has elegantly stepped onto the vibrant stage of Nykaaland, India's premier beauty and lifestyle festival, bringing with it a medley of the island nation's most cherished retail brands. This pioneering initiative showcases Singapore's retail dynamism, characterized by a fusion of innovative design, sustainability, and an unyielding passion for excellence in the realms of fashion and beauty.

Amidst the glamorous hustle of Mumbai, on the 3rd and 4th of November 2023, Nykaaland attendees are being treated to an exquisite exhibition of Singapore's retail finesse. The STB meticulously curated this exclusive pop-up featuring renowned Singaporean labels Sage & Ylang, Fawn Labs, and GINLEE Studio, marking a cross-cultural celebration of style and sustainability.



"The zeal for creativity and a perpetual push for innovation are the hallmarks of Singapore's retail sector," stated GB Srithar, Regional Director of STB for India, Middle East, South Asia & Africa. "By presenting a slice of Singapore at Nykaaland, we aim to ignite a passion for the unique retail experiences that Singapore offers. It's a narrative of culture, craftsmanship, and consumer-centric innovation that resonates with the discerning Indian traveler."

Sage & Ylang, Fawn Labs, and GINLEE Studio stand as testaments to Singapore's commitment to beauty, wellness, and fashion innovation. These brands will unfurl their stories through their pioneering products on Indian soil, for the very first time.



GINLEE Studio, a beacon of sustainable fashion, will unveil its artistry in creating apparel that merges aesthetic appeal with functional grace. "We are eager to engage with the Indian market," expressed cofounders Tamir Niv and Gin Lee. "This is an opportunity to explore new textiles and perceptions, expanding our horizons and connecting with a clientele that appreciates fashion that outlasts trends."

From the domain of skincare, Sage & Ylang brings to the fore an array of microbiome-friendly products, embodying scientific ingenuity and nature's best. Founder Irene Chong shared, "The Indian skincare landscape is rich and diverse. We are excited to introduce our science-backed, natural skincare line and look forward to understanding the consumer response to our microbiome-centric approach."



Fawn Labs, with its philosophy of 'Slow Beauty', crafts products that embody sustainability and offer an oasis of tranquility in the fast-paced world. Founder Hann Chia is enthusiastic about sharing this philosophy with India. "It's more than skincare; it's about embracing a lifestyle that honors mindful practices and sustainability. We can't wait to share our vision and products with Indian consumers."



Through this collaboration with Nykaaland, STB endeavors not just to showcase Singapore's retail innovations but also to entice the Indian consumers to experience the allure of Singapore as a premier shopping destination. As Indian travelers seek more meaningful and immersive experiences, this showcase at Nykaaland could very well be the precursor to their next grand adventure in the Lion City.