



# Asia (ex-China) Retail & E-commerce

## Weekly Updates

26 September – 2 October 2019

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*the latest in Asia*

### Asia at a glance

[Apparel: Forever 21 files for bankruptcy, to close most of its locations in Europe and Asia](#)

Forever 21 has filed for Chapter 11 bankruptcy protection in the U.S. and announced to close up to 350 stores globally and cease operations in 40 countries, including most of its locations in Europe and Asia

### Japan

[Department stores: Sales at Japan's major department stores surge before tax hike](#)

Japan's four major department store chains, namely Takashimaya, Isetan Mitsukoshi, J. Front Retailing, and Sogo & Seibu saw double-digit sales growth in September from a year earlier as consumers hastened to buy luxury items before the consumption tax hike to 10% from 8% starting 1 October

[E-commerce: Yahoo Japan copies Alibaba to take on Amazon Japan and Rakuten](#)

Yahoo Japan is looking to take on its local rivals Amazon Japan and Rakuten by adapting Alibaba's approach to combining e-commerce and offline retail to further boost earnings

[Apparel: Japan's Stripe International takes over Vietnam fashion chain Vascara](#)

Japan's apparel company Strip International has acquired a 70% stake in its Vietnamese counterpart Global Fashion; the acquisition will give Strip a controlling interest in Global Fashion's fashion chain Vascara

[Beauty and personal care: Shiseido to open first flagship store in Japan](#)

Shiseido will open its first flagship in Tokyo's Ginza, the beauty giant's birthplace, in April 2020; as Shiseido's largest stand-alone store in the world, the mega store will cover three floors and offers all beauty products of the brand

[Consumer electronics: Apple to open largest Japan store in Marunouchi](#)

Apple has recently launched its largest flagship store for Japan in Marunouchi, Tokyo; located adjacent to Tokyo Station, the new store is Apple's fifth store in Tokyo

## South Korea

### [Convenience stores: CU convenience store chain to debut in Vietnam next June](#)

South Korea's CU convenience store chain plans to open its first store for Vietnam next June; BGF Retail, the operator of CU, has inked a master-franchise pact with Vietnam's convenience store operator CUVN, which will take charge of operations and investment of the CU stores in the Vietnam market

### [E-commerce: Line launches online fashion customization platform "Line Friends Creator"](#)

South Korea's messaging app Line has launched an online fashion customization app "Line Friends Creator" where consumers can purchase personalized fashion items based on their lifestyles; the app is available globally except in Europe

### [Beauty and personal care: Japan's cosmetic brand SUQQU launches on Tmall Global](#)

Japan's upscale cosmetic brand SUQQU has launched its flagship store on Tmall Global, a move to ramp up its international presence and capitalize on the strong demand from Chinese shoppers

## India

### [E-commerce: Amazon to bring three new Echo devices to India](#)

Amazon has announced that it will introduce three new Alexa-enabled Echo smart speakers to India; taking up over 30% share in India's e-commerce market, Amazon has become one of the most-visited shopping sites in India

### [E-commerce: India's online grocer Grofers targets US\\$1 billion revenue by end 2019](#)

India's online grocery platform Grofers aims to generate US\$1 billion in revenue by the end of 2019 and expand its offline distribution network to cover 1,000 partnered retail stores from the current 300

### [Beauty and personal care: India's Sugar Cosmetics plan 1,000 stores by end of 2019](#)

India's beauty company Sugar Cosmetics has launched its first store in North India and planned to have over 1,000 brick-and-mortar stores by the end of 2019

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