

Company: A.S. WATSON, Hong Kong

Nomination Submitted by: MARIONNAUD PARFUMERIES ITALIA SRL

Company Description: The A.S. Watson Group is a multinational retail and beauty group based in Hong Kong. It is one of the world's largest health and beauty retailers, operating a wide range of well-known retail brands in over 25 markets worldwide. The group's portfolio includes popular brands such as Superdrug, Kruidvat, Watsons, and Rossmann, among others.

Nomination Category: App Categories

Nomination Sub Category: Fashion & Beauty

Nomination Title: AS Watson - Watsons Turkey Beauty App

1. Date this app or site was first released:

2022, July

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 197 words used.

Who doesn't know Watsons? A leading name in the Health and Beauty industry, Watsons is renowned for blending innovation with a customer-first mindset and the app brings this vision to life delivering a user-friendly digital experience that inspires and empowers beauty enthusiasts through personalization and convenience.

To meet every need, the app offers a wide selection of products, from skincare and makeup essentials to trend-driven collections like K-Beauty, men's grooming and eco-friendly lines suiting all routines and lifestyles. Personalized offers and regular promotions make beauty more accessible and enjoyable.

To enhance the experience, advanced AR tools allow users to virtually try products, making their beauty journey more interactive and confidence-boosting. While a comprehensive account section makes loyalty easy enabling users to collect points, access easily to the loyalty card (even offline) and view their purchase history online and offline. Indeed the app connects the experiences, also allowing customers to book in-store services and enjoy seamless checkout.

Founded in 1828, Watsons has grown into one of the top names in global health and beauty retail with a presence in 14 markets, continuing to redefine the future of beauty retail.
Look Good, Do Good, Feel Great - anytime, anywhere!

3. Provide the applicable creative and production credits for this entry:

[Video Access Link for Watsons Turkey App](#)

Attachments/Videos/Links:

[AS Watson - Watsons Turkey Beauty App](#)



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