

# BANYAN TREE

HOLDINGS

PRESS RELEASE

## Homegrown Brands Band Together: Banyan Tree forms Strategic Partnership with KrisShop, Singapore Airlines' flagship retailer



*Captions (L-R): Banyan Tree Essentials range is dedicated to wellbeing and sustainability. • The signature Thai Chamanard Travel Set with a handmade teak leaf pouch offers wellness while on the go. • Experience personalised home delivery by KrisShop.*

**Singapore, 6 August 2020 – Banyan Tree Group announces a brand partnership with KrisShop, Singapore Airlines' flagship retailer.** As homegrown brands gone global, KrisShop and Banyan Tree Group are like-minded partners with common shared values for the greater good. The recently formalised brand partnership starts first with making available Banyan Tree's exclusive, value-aligned offerings with KrisShop's complementary audiences, and will extend into multiple other synergies.

Ms Raelene Johnson, Chief Commercial Officer of **KrisShop** says, "As part of our holistic omnichannel approach to become an experiential e-commerce destination for travellers and beyond, we are excited to partner with Banyan Tree across various areas. We have the same purpose-driven values and a love for craft and provenance, and also see that wellbeing and sustainability in all areas of life are increasingly important considerations for our customers. Banyan Tree is a leader in these areas, and this partnership leverages the strengths of both our brands."

Banyan Tree's signature Essentials aromatherapy and body care products launched on KrisShop.com to great success, doubling the sales month-on-month since launch. Containing 95% natural and responsibly-sourced botanical ingredients, the Essentials range has already seen 38% revenue growth in 2020. This was after an 18-month research and development process that also enabled the design and introduction of sustainable packaging for these products. In the following months, customers may expect Banyan Tree curated experiences on the site as well, along with other shared campaigns around common destinations.

Ms Ho Renyung, Vice President Brand HQ of **Banyan Tree Group** says, "Expressing a brand today is multidimensional – there are so many different touchpoints, both internally and externally. Aspiring to extend our brand presence in our guests' lives beyond their stay at our properties, we are delighted to collaborate with KrisShop, an innovative leader that keeps consumer experience at the fore. Together, we hope to champion conscious consumption while inspiring mindfulness and self-care – to rest and live in the moment. On this note, our Group is also working on other upcoming partnerships with homegrown brands. Watch this space."

Businesses need to continually re-invent themselves to advance beyond their field of expertise, while focusing on the greater good and wellbeing of the consumers during these times. Amidst the challenges of today's economic and social context, partnerships are becoming fundamental to business vitality. By leveraging on the strengths and best of each brand's product offerings and capabilities, value-aligned industry collaborations create synergies and opportunities that benefit all.

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For high-resolution images, please download [here](#).

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### ABOUT BANYAN TREE HOLDINGS LIMITED

Banyan Tree Holdings Limited (“Banyan Tree” or the “Group”) is one of the world’s leading independent, multi-branded hospitality groups. The Group’s diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centered on five award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional design-led experiences for global travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 11,000 associates across 24 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group’s goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Holdings has received over 2,611 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group’s efforts to the UN Sustainable Development Goals. Executing on its regionalised growth strategy, the Group’s global footprint continues to grow with 46 new hotels and resorts under design and construction in the pipeline, in addition to 47 operating hotels in 24 countries as of 30 June 2020.

Banyan Tree Holdings entered a strategic long-term partnership with AccorHotels in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to AccorHotels’ global reservations and sales network, as well as the loyalty programme Le Club AccorHotels. It also formed a joint venture with China Vanke Co. Ltd. in 2017 – focusing on active ageing and wellness hospitality projects.

[www.banyantree.com](http://www.banyantree.com) [www.angsana.com](http://www.angsana.com) [www.cassia.com](http://www.cassia.com) [www.dhawa.com](http://www.dhawa.com) [laguna.com](http://laguna.com)

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