Last September, Urban named the Singapore Management University (SMU) the best dressed campus. Now, it has scored another fashion high.

It will house a Maybelline New York make-up boutique. The first standalone boutique in South-east Asia, it will open officially next month.

The boutique occupies 350 sq ft of its City Campus at Bras Basah and is located at the underground concourse that connects all five of the school's main buildings.

Besides selling a complete range of Maybelline products, the store, called the Maybelline School of Makeup, will also focus on education.

Next month, classes for a variety of make-up courses will start for both students and members of the public.

Courses start from $20.

Services like eyebrow trimming and manicure will also be available in April.

There are also plans to have beauty experts from L'Oreal Singapore, which owns Maybelline, to guest lecture at the school's grooming and etiquette elective, The Finishing Touch. This is a compulsory module which all SMU students must go through.

This is not SMU's first brush with beauty, though. Last September, its 355-sq ft Biotherm shop was the first to open in a college campus.

Besides retailing men's and women's product ranges, a beauty corner also provides one-to-one consultation and skincare workshops for small groups. Biotherm is also part of the L'Oreal group.

Students at SMU get an exclusive 10 per cent discount at the Biotherm shop. At the Maybelline School of Makeup, students from SMU as well as the National University of Singapore and Nanyang Technological University get a 15 per cent discount.

Theresa Huang, country manager of L'Oreal Singapore, says that its presence at SMU has a broader objective of serving the grooming needs of the campus population. Being at SMU allows students to easily get information and tips from advisors in the store, she adds.

In other words: Better get them young.