Get beautiful skin before class

That's right, you can buy your beauty supplies in school!

AMANDA KHO AND LEE HUI SHAN
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GONE are the days when the AMANDA lets on campus.

skincare cooperatives.

GONE are the days when the cards or mugs with school campus were the beauty supplies in school!

out of your lecture theatre and there'll be instant gratification.

UNIVERSITY which teaches etiquette, (SMU), SINGAPORE MANAGEMENT important to its students. The university has two outlets like Biotherm and Maybelline is relentlessly serving its students well. So when

To Karen Li, a business management student at SMU, the Biotherm store is a good educational platform for students. Though most items within the store can be purchased at shops outside campus, 1st Avenue provides students with the luxury of shopping at their school doorstep.

It stocks affordable clothing, accessories as well as other knick-knacks like handphone pouches and handicrafts, in addition to beauty products, specifically "things that appeal to the younger generation", said Mr da Silva.

1st Avenue is not profit-driven, but students have to try to turn in a reasonable profit in order to understand the bottom-line implications of their venture. Students get to experience merchandising, promotions, inventory control, accounting and selling, enabling them to get a real feel of a retail outlet.

NANYANG POLYTECHNIC

While AMANDA lets on campus means that the brand can share its expertise on grooming and makeup with the younger generation, said "Students can enjoy the good and warm service we give to them. There's also the personal touch, knowing that fellow students are attended to," said Cherie.

The top-selling product in the shop, according to Cherie, is the Adidas perfume because it is cheaper at the store than at other retail outlets. Other items such as lip gloss and foundation are popular too.

Jessamine Ng, 19, said that the best part about having a store like Pretty Face on campus is the convenience. "We don't have to go out of school just to buy something we want." Seeing the potential of reaching out to the youth market on campus, Rosalind Lim, general manager of Sa Sa Cosmetics, said: "Setting up a store in NYP is an educational platform for us to groom our next generation, to cultivate the interest of taking care of their skins from young ... For the NYP store, we will be bringing in a more trendy and affordable mix of products such as Japanese and Korean products which are a big hit with the teens."

For your dose of retail therapy, just step out of your lecture theatre and there'll be instant gratification.

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