

FOR IMMEDIATE RELEASE

MEDIA RELEASE: Australian Silk Skincare Seresilk Launches into Victorian Government “Vic House” Showroom in Shanghai

MELBOURNE, March 25th 2024 – Seresilk is proud to announce its entrance into the Victorian Government-led “Vic House” Showroom in Shanghai, China. The strategic move marks a significant milestone for the brand which launched in April 2023 as it expands its global footprint into one of the world’s most dynamic markets.

The Victorian Food and Fibre Trade Pavilion (Vic House) is an innovative in-market promotional facility in Shanghai, developed to showcase Victoria’s broad agricultural, food and beverage capabilities to the state’s largest global export partner, China.

Seresilk is the world’s first skincare range made with Australian silk. Out of the tight edit of four products, the hero product of the four-step routine is the Seresilk Pure Silk Exfoliator; an exfoliator made of 100% pure silk in its natural form.

"We are thrilled to introduce Seresilk to the Chinese market through the Victorian Government 'Vic House' Showroom," said Taylor Battistella, Founder and CEO of Seresilk. "This collaboration represents an exciting opportunity for us to showcase the qualities of our uniquely Australian silk skincare as we share our passion for luxurious, effective cruelty-free skincare solutions with a global audience."

Seresilk products include Gentle Silk Cleanser (\$49.99), Pure Silk Exfoliator (\$44.99), Silk Night Serum (\$89.99) and Silk Night Cream (\$74.99).

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For further information or to arrange an interview or samples of Seresilk, please contact Taylor Battistella: +61 457 040 104 or media@seresilk.com.au



About Seresilk

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

Links

www.seresilk.com.au

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.