

# Advocating individuality: Shiseido Travel Retail introduces new narciso rodriguez fragrances



Shiseido Travel Retail celebrates global launch of narciso rodriguez for her and for him fragrances

Shiseido Travel Retail is strengthening its prestige fragrance portfolio with the global launch of narciso rodriguez for her MUSC NUDE EDP and for him vetiver musc EDP.

Broadening the bestselling for her and for him franchise, the launch supports Shiseido's mission to create unique value for travelers. The global rollout this year follows a successful debut in travel retail Europe, featuring immersive and engaging brand experiences with travelers. The twin debut appeals to travelers by leveraging key fragrance trends: for her MUSC NUDE complements and celebrates the wearer's own skin and can be layered with other narciso rodriguez fragrances, putting a fresh twist on fragrance personalization; while for him vetiver musc inspires modern men with a new masculinity, one connected with the elements, nature, and wellbeing.

Vincent Baland, Vice President, Travel Retail West, Shiseido Travel Retail, commented, "The launch of for her MUSC NUDE and for him vetiver musc celebrates and adds to the story of narciso rodriguez, advocating individuality and authenticity. The new fragrances have swiftly become top sellers in Travel Retail West and we are positive about our Asia expansion plans. As we learn and grow with our travelers, we are very mindful that they are looking for highly personalized and multi-sensory experiences. We extend our gratitude to our key travel retail partners for their ongoing collaboration in bringing out the best in narciso rodriguez."



The new narciso rodriguez fragrances claim a standout presence at Duty Free Shop Puerto Iguazú, Argentina

The launch in European travel retail was anchored by five prominent 'Espace Invité Extême' animations at Paris Charles de Gaulle and Orly Airports. narciso rodriguez was selected as one of 12 fragrance brands to have the opportunity to animate these spaces in 2024. The brand engaged travelers through personalized fragrance consultations, tailored multi-sensory experiences and engraving services, to enhance brand awareness, equity and sales. The animation campaign also ran in other European and Middle Eastern locations, including London, Abu Dhabi and Warsaw, and is set to expand to 14 cities across five countries in the Americas, including Chile, Mexico and in the U.S. The launch will then expand to the Asia region.

The animation taps into the creative interplay of the feminine and masculine energies, inviting travelers on a personalized fragrance journey. Visitors are welcomed into an immersive space to indulge in a bespoke consultation experience. For the for her MUSC NUDE fragrance, this includes an interactive emotion card game that links the chosen perfume to the customer's current mood, creating a deeply personal connection.

The experience is further enhanced with a treat, inspired by the fragrances' ingredients. Travelers can also engrave their bottle as a memento. To complete the journey, each purchase is accompanied by a special gift, either a 10ml for her MUSC NUDE fragrance or stylish for him vetiver musc blue pouch.

## **Fragrance Profiles: Celebrating Sensuality and Authenticity**

for her MUSC NUDE is a sensual, delicate addition to the narciso rodriguez for her collection, designed to celebrate the wearer's unique scent. Infused with delicate flower petals and warm solar facets, it creates an addictive, diaphanous scent that enhances the natural beauty of the skin.

for him vetiver musc embodies a new masculinity with its elemental and aromatic profile. Inspired by vibrant minerals and evergreen forests, it balances the earth woodiness of vetiver with an aromatic mineral heart, surrounded by sensual muscs, encapsulating authenticity and a sense of returning to its roots.