

Beverly Hills Polo Club sashays into Cannes with elegant scents



(Left) Ajay Bindroo, CEO & Managing Partner, Beverly Hills Polo Club with Brand Manager, Aleksandra Borycz

Beverly Hills Polo Club (BHPC) has partnered with the world-leading company in fragrance design, Firmenich, to create scents that are long-lasting, fresh, and that reflect the elegance and distinction of its brand.

This fragrance line is positioned in the affordable luxury segment, retailing at from €50-55 (US\$55-60) per 100ml.

The company is looking forward to showcasing its range at the TFWA World Exhibition in Cannes this October.

“The successful response to our range of prestige fragrances motivates our plans for TFWA at Cannes. At this upcoming show, BHPC will showcase a full range of Beverly Hills Polo Club fashion accessory and travel product in addition to its new prestige fragrance line,” Ajay Bindroo, CEO & Managing Partner, BHPC, told *Asia Duty Free* magazine.

This fall, the brand plans to launch its fragrances in the emerging markets of Russia, Brazil, and selected Latin American markets.

The affordable price points, coupled with exciting packaging and unique scents, provide for successful sell throughs, which BHPC has enjoyed elsewhere, Bindroo said.

In the Middle East and Asia, BHPC has partnered with the major distribution houses which are distributing the brand to regional department stores and perfumeries.

The company offers three logistics centers for its expanded global effort: UK for the EU; Dubai for the Middle East & Africa; and Malaysia for Asia.

“We look forward to another exciting presentation of Beverly Hills Polo Club products at TFWA World Exhibition in Cannes,” said Bindroo.