

# Coty launches Burberry Goddess Eau De Parfum Intense in GTR



Burberry Goddess Eau De Parfum Intense is now available at airports globally, accompanied by retailtainment activities featuring a seamless omnichannel experience

Coty Travel Retail has announced the global launch of Burberry Goddess Eau De Parfum Intense at key international airports worldwide. From August 1, 2024, travelers and visitors have the opportunity to experience this dynamic fragrance, the newest addition to the renowned Burberry Goddess collection.

Guilhem Souche, SVP of Global Travel Retail at Coty, stated: "Burberry Goddess Eau De Parfum Intense is a powerful celebration of self-expression and discovery, inviting people to explore Burberry Goddess through a new lens. We are excited to bring this beloved, iconic fragrance to life for consumers in Travel Retail across the globe."

The fragrance is now available at major airports globally, accompanied by hundreds of in-store

consumer activations. The travel retail launch features various retailtainment activities, offering a seamless omnichannel experience throughout the customer journey. These include a Burberry Goddess olfactory discovery experience allowing customers to interact directly with the unique fragrance and personalized engraving services for Burberry Goddess flacons.



Media campaigns kicked off on August 1 at several prominent locations, including London Heathrow Airport in the UK, Frankfurt Airport in Germany and Charles de Gaulle Airport in France

Both Burberry Goddess Eau de Parfum and Burberry Goddess Eau de Parfum Intense come in 50ml and 100ml sizes. The collection is complemented by Burberry Goddess Eau de Parfum and Burberry Goddess Eau de Parfum Intense Shower Gel, Body Lotion and Refill (150ml). Burberry Goddess Eau de Parfum Intense is available on Burberry.com, in Burberry stores and at select retailers.