

Dubai Duty Free pre-launches Tom Ford Metallique fragrance



Packaged in a smooth, silver-tone bottle with a gold-tone metallic label and matching cap, Tom Ford Metallique is available in 50ml and 100ml

Tom Ford Beauty and Dubai Duty Free have partnered for the travel retail exclusive pre-launch of its new fragrance Tom Ford Metallique, two weeks ahead of other travel retail operators.

The fragrance hit the shelves on July 16.

Described as “willful, fearless and very addictive”, Tom Ford Metallique has “a pulsating flash of modern and resolute femininity”, according to the US designer brand.

The juice is composed of metallic sheet of aldehydes and florals, contrasted by a warm and creamy blend of woods and balsams.

Commenting on this exclusive pre-launch, Dubai Duty Free Senior Vice President for Purchasing, Saba Tahir, said: “We are delighted to be the first travel retailer to showcase this latest perfume from Tom Ford ahead of other travel retailers in the world. With its unique floral fragrance, we are confident that this new fragrance will tempt our customers and bring added value to the category.”

Metallique's floral heart is amplified by juxtaposing delicate white blossoms of aubépine (hawthorn) and muguet with the narcotic-like nectar of heliotrope.

Ambrette seed imparts warmth with woody inflections of Peru balsam. The soft scent of vanilla and creamy sandalwood layer an addictive, contrasting finish that drives the metallic opening.

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