

# Molton Brown and World Duty Free roll out Christmas gifting campaign at UK airports



Molton Brown adds a festive touch to selected UK airports

Molton Brown has introduced a selection of high-profile festive Beauty Stations in nine UK airport locations, in partnership with Avolta-owned World Duty Free, as part of its 2024 Christmas gifting campaign.

The installations incorporate the theme of this year's promotion, 'gifting is the art of knowing'. The campaign has been designed to help travellers find the gift that means more and make the Christmas shopping experience easy and enjoyable.





Molton Brown at London Stansted

The new Beauty Stations feature at Manchester T2, Bristol, London Heathrow T2, London Heathrow<sub>2</sub>

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T4, London Stansted, East Midlands, Leeds Bradford, Birmingham T1 and Manchester T1 until December 7.

Designed to showcase Molton Brown's best-selling gift sets and festive favorites, they spotlight a curated range of limited editions, luxury fragrances, bath and body products, to help travellers find the perfect presents for friends and loved ones.



Popular picks include the Stocking Filler Gift Set and the Christmas Cracker (available in both Floral & Spicy and Woody & Aromatic combinations)

In a separate initiative, Molton Brown will extend its travel retail Christmas campaign next month with the installation of seasonal Must Have Tables. These will be present in London Heathrow T2 and T5, and in London Stansted, from December 4 until January 3, 2025.

Molton Brown's Must Have Tables also showcase the brand's seasonal SKUs and best-sellers, such as the Floral & Spicy Hand Care Gift Set, the Orange & Bergamot Hand Care Gift Set, and the Re-charge Black Pepper Body Care Gift Set.

Rosie Collepriest, Associate Director Global Travel Retail, said, "We are very excited to bring the magic of Molton Brown to travellers at these key UK airports during the festive season. Our new Beauty Stations and Must Have Tables are the ideal way to inspire and delight passengers with highlights from our extensive product portfolio, all of which are perfect for last-minute gifts, stocking fillers and even a well-deserved self-treat.

"Our 'gifting is the art of knowing' campaign has already been very well received by travellers at our first Contentainment collaboration, which went live in Gatwick South in October. These further promotional sites will allow us to showcase our luxury fragrances and gift sets to an even wider audience," Collepriest added.