

# Molton Brown creates Christmas gifting activation at London Gatwick



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Molton Brown has unveiled its 2024 festive gifting campaign at London Gatwick Airport South Terminal, in partnership with Avolta-owned World Duty Free. The high-profile Christmas boutique activation went live on October 24 and will run at the location until November 25.

With a focus on the thoughtful selection of perfect gifts for friends and loved ones, the theme of the promotion is 'gifting is the art of knowing.' The goal of the campaign is to help customers find the gift that means more - that precious 'I know you' present - that reflects the special connection and treasured relationships between friends and family that Christmas always highlights.

Located close to Molton Brown's main retail location within the terminal, the pop-up space highlights the brand's extensive range of luxury fragrances, bath and body products and holiday gift sets.

The activation's design also showcases Molton Brown's new creative direction, which was introduced in September as part of its New Brand World vision, created to solidify the company's leadership in the fragrance sector and engage a wider audience.

## **Making every purchase perfect**

An impactful digital back wall, complemented by smaller digital screens, attracts footfall and fosters

engagement. On arrival at the activation, visitors can choose from a carefully curated assortment of gifts sets and individual products.

Expert Beauty Advisers are on hand to provide personalized recommendations, and to distribute 1.5-ml scent samples, in line with Molton Brown's fragrance-first focus.

To further elevate the shopping experience, a Gifting Bar spotlights all the different gift-wrapping options available, including fragrance sleeves, gift tags and ribbons.

Another key element is the 'capture the moment' selfie area, where passengers can take a photo together and receive a hard copy, customized with a Molton Brown frame. This permanent keepsake of their trip is a tangible memento of the power of human connection that is encapsulated by the campaign.

The final touchpoint is an interactive 'spin to win' wheel, which allows activation shoppers the chance to win either a festive bauble or a 7.5-ml Eau de Parfum gift-with-purchase.

Molton Brown Associate Director Global Travel Retail Rosie Colleypriest comments, "We are very excited to embark on our first 'Contentainment' collaboration, which has got off to a very successful start. This activation underscores our commitment to the global travel retail channel, and aligns with our vision of continuing to bring fragrance discovery to life for our traveling consumers. The festive season is such a special period, when so many people look forward to spending time with their loved ones. Travel offers everyone a chance to reconnect and we have created a campaign that really celebrates the joy of shared experiences and making new memories.

"This pop-up is a beautiful showcase for our luxury fragrances, which make perfect gifts for the festive season. Our extensive portfolio ensures there really is something for everyone - and this activation has been designed to help passengers make their gift-giving experience memorable and enjoyable."

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