

Molton Brown elevates its position as a leading fragrance authority with new Eau de Parfum



With the addition of the new Jasmine & Sun Rose Eau de Parfum, Molton Brown extends its offer in both the niche and luxury fragrance markets for its travel retail customers

With the launch of the new Jasmine & Sun Rose Eau de Parfum mid-January 2020, iconic British fragrance house, Molton Brown, has announced an extension of its award-winning Eau de Parfum collection.

The new release complements the Jasmine & Sun Rose fragrance ritual released in September 2018 as an Eau de Toilette, Bath & Shower Gel, Body Lotion, Bathing Oil and Body Oil, while strengthening Molton Brown's position as a core authority in the luxury and niche fragrance market.

Described as a harmonious expression of fearless femininity, since its release in travel retail, the Jasmine & Sun Rose collection has been extremely popular. The name consistently remains part of Molton Brown's top 10 fragrance collections. This success can be explained by both the strong potential of the Chypre fragrance family in perfumery and the large support brought by Molton Brown when the fragrance collection first launched.

Blended with a more intense oil concentration, the Eau de Parfum shares the same skeleton as the existing Jasmine & Sun Rose Eau de Toilette, with Egyptian Jasmine remaining the key ingredient. However, the new product draws its standout scent from the inclusion of davana oil, often compared with apricot in the perfumery world and selected by the perfumer for its plummy, sun-dried personality.

Julie Pluchet, Perfumer, explains: "This is an ode to the multi-faceted quality of jasmine: floral, sensual, animalic, leathery and fruity.

Crisp cassis, peach and raspberry leaf embrace an oriental rose bouquet, while jasmine is intensified by labdanum absolute and a syrupy davana signature. A seductive warmth of patchouli, musks, tonka bean & sheer woods completes it.

Rosie Cook, Associate Director - Global Travel Retail, Molton Brown, comments: "[As the iconic British fragrance house, Molton Brown is delighted to be extending and developing our offer in both the niche and luxury fragrance markets for our travel retail customers."

The new Jasmine & Sun Rose Eau de Parfum is the perfect addition to our fragrance offer. As well as the bath & body collection, the Eau de Toilette has experienced a huge success with shoppers in travel retail, as well as in high street, since their launch in September 2018.]"