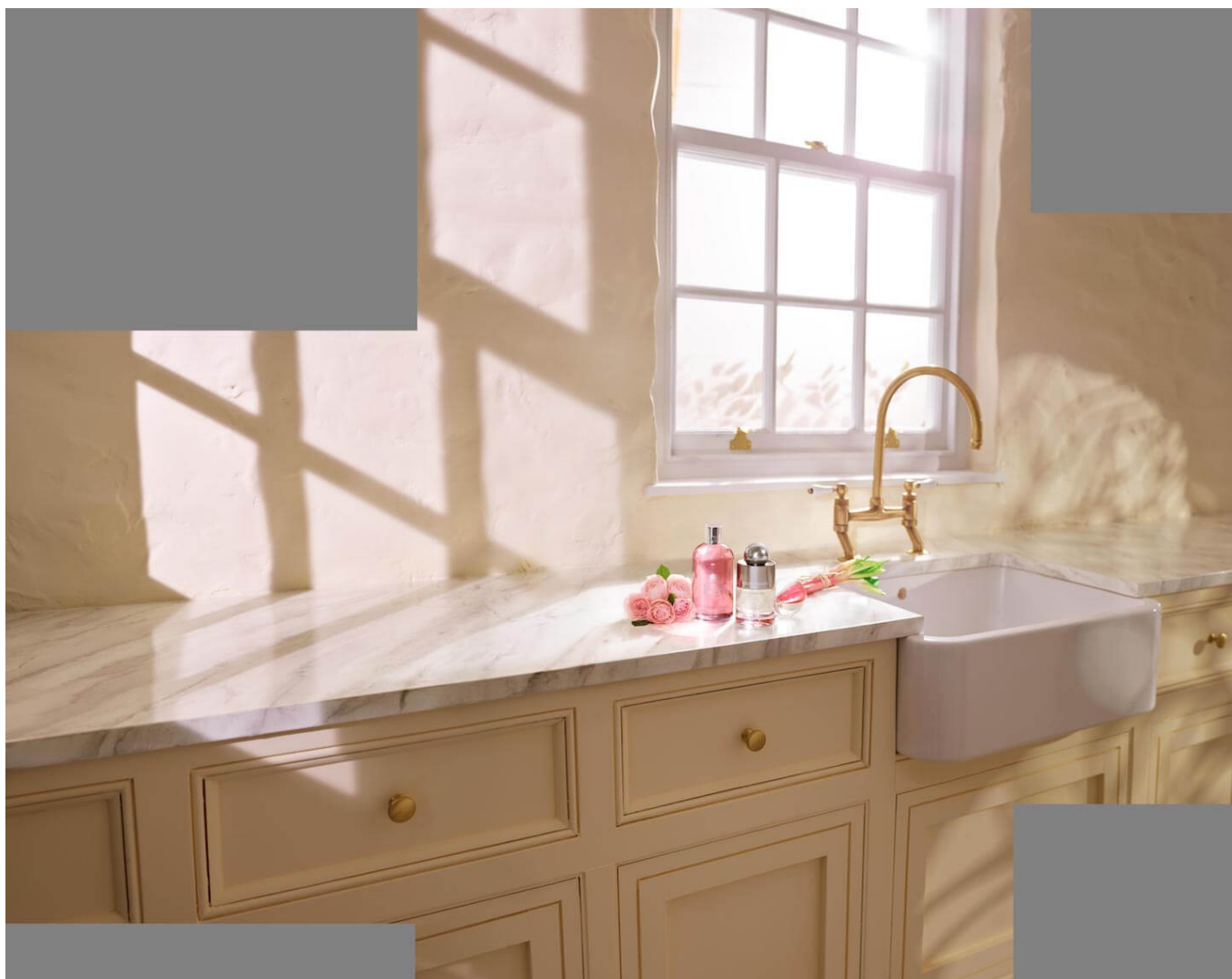


Molton Brown expands TR offer with new Delicious Rhubarb & Rose offerings



The new duo will be a feature at high-profile UK airport sites during the time around Mother's Day

Molton Brown is introducing an Eau de Parfum and Eau de Toilette in an extension of its Delicious Rhubarb & Rose collection, in domestic and travel retail.

The company's ongoing plan is to drive engagement by highlighting popular and iconic collections and scents that can delight existing customers, while attracting newcomers. ❌

The Eau de Parfum features a signature note of juicy raspberry which brings out a joyful, sparkling nature entwined with freshly picked lychee, tender peony and a spicy kick of pink pepper at its heart. It draws to a close with a rich, cedarwood-musk trail

The launch has been timed to coincide with both Mother's Day and half-term holidays in the UK. Molton Brown has secured high-profile activation sites at leading UK airports including London Heathrow, London Gatwick, Manchester and Glasgow at this time.



The Eau de Toilette is a medley of bright grapefruit and bitter yuzu, tumbling into a soft bouquet of rhubarb leaf and rose with a base of creamy vanilla, musk and spun sugar

Vivacious and fizzy

Created by Senior Perfumer Vanessa Prudent, the new Delicious Rhubarb & Rose fragrances are inspired by both gastronomy and nature, using two quintessentially British ingredients, the rhubarb leaf delivering a crisp note that blends with the elegant rose. In creating the fragrances, Vanessa was inspired by childhood memories of baking.

Delivering newness

Rosie Cook, Molton Brown Associate Director Global Travel Retail says: “We are delighted to be seeing travellers return as vaccine rollouts and easing travel restrictions breathe life into travel and travel retail stores once more.

“We know that many of our customers want to treat themselves with something special, but also something they know they can rely on and will deliver the enjoyment they seek. Our championing of iconic fragrances will help to engage new shoppers, while also ensuring our existing customers can find something they love.

“The award-winning Delicious Rhubarb & Rose celebrates Molton Brown’s English roots and has been an incredibly popular part of our offer since its release. We are delighted to deliver newness for retail partners and shoppers by extending this range to include a beautiful Eau de Parfum and Eau de Toilette.”