

Molton Brown introduces musk fragrance with Milk Musk

London's fragrance house, Molton Brown, have further cemented their position as pioneers of British New Guard Perfumery with the release of their first ever musk fragrance, Milk Musk.



The new Milk Musk collection offers its users an interpretation of a musk fragrance. It's still a rarely used note, it is meant to evoke the earliest scents discovered as a child. Notes include luscious pear and peach balance the fragrance's powdery depth, while warming white cedarwood and spicy tonka beans conveys the delicate touch of everlasting affection.

Senior Perfumer Maïa Lernout says: "Milk Musk conveys the purest embrace. It captures the very soothing, precious and pure bliss when an everlasting bond begins to bloom."

In the own words of *Rosie Cook, Molton Brown Associate Director Global Travel Retail*, "The new Milk Musk New Guard British is an exciting next step for Molton Brown as we lead the way as the pioneers of the New Guard British perfumery. We expect Milk Musk to be a great addition to our portfolio of core fragrances with unique blend of milky notes resonate with the emerging trend we have identified

in niche perfumery.”

The limited edition collection will be offered in white gift boxes are elegantly printed with gold thread, and the Bath & Shower Gel and Body Lotion are housed in soft-touch tactile bottles.

To support the launch, Molton Brown will run an in-store activation across all their World Duty Free and Lagardère manned counters, offering shoppers a special gift with purchase. Spending £45 (US \$69), including a Milk Musk item, will receive a complimentary soothing satin eye mask.

The launch will also be enhanced with eye-catching visuals, with the Milk Musk collection showcased in cocooning cushions to highlight the pure, gentle and comforting nature of the fragrance.

The Milk Musk collection, which launched in Travel Retail, in-store and online on February 26th, includes an Eau de Parfum, Eau de Toilette, Bath & Shower Gel and Body Lotion.