

Molton Brown opens fragrance retail experience at Heathrow Terminal 5



The store design is a tribute to the brand's first salon, which opened in London over 50 years ago

Fragrance company [Molton Brown](#) has unveiled a new retail experience for traveling shoppers with a refit of their flagship space in the main World Duty Free store at Heathrow Terminal 5.

According to the company, the store's design pays homage to the first Molton Brown salon, which opened in London's South Molton Street in 1971. The newly refurbished area offers shoppers a multi-sensory experience delivered through both online and offline touchpoints.

Inspired by the brand's pioneering founders, the space creates an immersive fragrance experience by taking the calming, botanical ambience of Molton Brown's original 1970s hair salon and giving it a contemporary twist with natural materials, sustainable features and virtual technology. The focus of the site is a statement Fragrance Discovery Bar that showcases Molton Brown's scent portfolio. It allows shoppers to discover the brand's unique fragrances using the brand's Fragrance Finder, which asks a series of personality questions to determine which scent best matches a shopper's individual persona through a personalized scent discovery experience.

To create moments of self-care, customers can also take advantage of one-to-one personalized treatments, including expert fragrance consultations and hand & arm massages using lotions and fragrance layering. The physical in-store offer is further enhanced by the option to personalize their purchases through a luxury gift-wrapping service with members of the team on-hand to provide tailored assistance or advice.

Sophie Sponagle, Travel Retail Sales Manager, Molton Brown, said, “We are thrilled to unveil this new-look store within World Duty Free at Heathrow Terminal 5. This space both celebrates the brand’s heritage and showcases our latest innovations, in a setting that really brings the Molton Brown ideals of quality, individuality and heritage to life for shoppers in a tailored and exciting way.

“The Terminal 5 counter is the pinnacle of the Molton Brown experience in travel retail, celebrating the heritage of this iconic brand with a real destination for fragrance-first experiences, enhanced by digital touchpoints to ensure a personalized journey for every shopper.”

Delphine Poultney, Head of Beauty for Dufry in the UK, added, “We are very proud of the long standing relationship we’ve enjoyed with Molton Brown, which is such a beautifully crafted and quintessentially British brand. This new-look space in our main World Duty Free store at Heathrow Terminal 5 is fully answering our aim to deliver memorable experiences in our stores. Customers will remember discovering the beautiful Molton Brown products and fragrances in this welcoming environment.”