

Molton Brown releases Lily & Magnolia Blossom for Chinese New Year

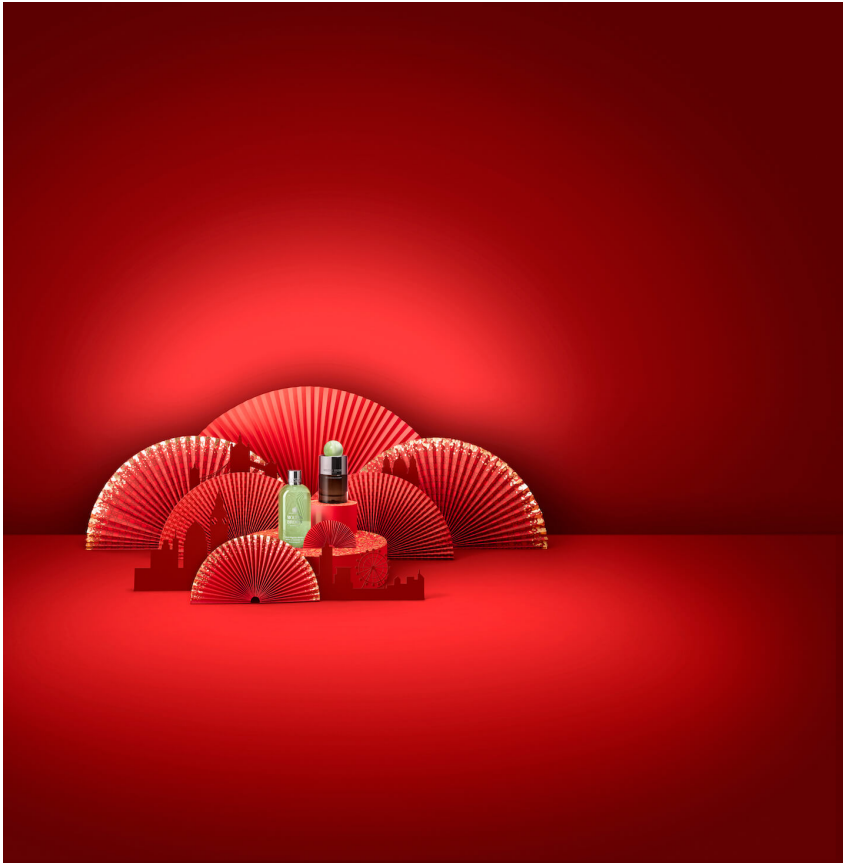


While available elsewhere, Molton Brown's Chinese New Year engagement in travel retail will be focused on traveling shoppers in the UK, with celebratory artwork at Heathrow Terminal 5 to attract and engage returning customers

Marking both Chinese New Year and the return to travel, Molton Brown is releasing in travel retail a scent that carries the sense of renewal: the Lily & Magnolia Blossom Collection.

In this vibrant fragrance, succulent pear meets the overarching note of lily, capturing the essence of new beginnings, as are anticipated by the birth of the Year of the Tiger.

While creating this internationally appealing essence, the fragrance also stays true to its British heritage, where springtime Lily of the Valley marks the end of winter's darkness.



The fragrance features an olfactory signature of pear, with top notes of delicate magnolia, white tea and green mandarin. These are enhanced by a heart of dewy lily of the valley, with peony and freesia, complemented by base notes of warm sandalwood, white musk and ylang-ylang

Despite the continued restrictions on travel to and from the country, this collection has been performing well within China, and appeals to Chinese shoppers internationally.

Rosie Cook, Molton Brown Associate Director Global Travel Retail, says: “The arrival of Chinese New Year brings a sense of celebration and optimism that travel retail and travelling shoppers need now more than ever.

“The feeling of rejuvenation and hope brought on by the blend of lily, magnolia and pear within this fragrance speaks to the rebirth and rebuilding which we are all hoping to see emerge from the green shoots of recovery which are currently appearing around the world.”

The Lily & Magnolia Blossom Collection in travel retail offers four SKUs: An Eau de Parfum, an Eau de Toilette, a Body Lotion and a Bath & Shower Gel.