

Molton Brown to boost fragrance business with edp collection



Molton Brown's new flacon design incorporates a modern reinterpretation of key 70s style cues, showcased within high quality bespoke materials

British luxury brand Molton Brown has unveiled plans to extend its prestige fragrance offer in 2019.

The company will introduce a number of key launches this year – including a new edp collection, which was previewed during last year's TFWA World Exhibition in October.

The new fragrances form part of Molton Brown's drive to develop its presence in the category, both domestically and in travel retail.

"We are beyond thrilled to launch in the Eau de Parfum category in 2019," said Beatrice Descorps, Global Marketing Vice President. "As both London's fragrance authority and a luxury British brand, it's such a natural evolution for us. Having created an inspiring Eau de Toilette collection in collaboration with the world's most inventive perfumers over the years, our pioneering, challenging spirit has stirred us to enter the elevated Eau de Parfum world."

The house's new edp collection will make its debut in September 2019. This latest launch will bring the brand's total number of fragrances to 27, and seeks to underline its credentials as an expert and innovator in the world of luxury scent.

Over three years in development, the new collection will feature completely new packaging, inspired by the brand's salon destination heritage on South Molton Street, London. This new packaging will also be rolled out to Molton Brown's existing edt ranges.

The new flacon design will incorporate a modern reinterpretation of key 70s style cues, showcased within high quality bespoke materials, which have been created exclusively for the brand.

In other news, Molton Brown will enhance its fragrance portfolio this year with two new edt collections, Suede Orris and Geranium Nefertum, which will be introduced in the first half of 2019. The company aims to cultivate this key product category.

“2019 will be a key year for Molton Brown within travel retail,” said Rosie Cook, Senior Manager, Global Travel Retail. “Our new strategy, which puts fragrance firmly at the forefront of all our activities, is already proving to be a huge success and will only continue to evolve in the new year. Our unique and authentic fragrance stories, along with our focus on delivering personalized consultations mean we can create memorable experiences for travelers built around fragrance discovery.

“Our new flagship edp collection, two new edts, as well as our new distinct packaging design will allow us to further expand our presence and develop our fragrance business within travel retail.

“We are confident that 2019 will be the year in which we build significantly on the solid fragrance foundations we have worked so hard to establish, and take our customers on an exciting journey of discovery throughout their travels.”