

Molton Brown unveils bespoke gift boxes for Chinese New Year



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British luxury brand Molton Brown has unveiled a new packaging initiative aimed at attracting Chinese customers in the lead-up to the Lunar New Year celebrations.

Chinese passengers buying Molton Brown products in World Duty Free airport stores will be able to have their purchases wrapped in a bespoke gift box celebrating Chinese New Year with a Chinese message in pink, reflecting the Year of the Pig in 2019.

The artwork on the boxes depicts major London landmarks in line with the British heritage and home of Molton Brown, and provides Chinese travelers with a souvenir.

The gift package is topped off with a double-sided red/pink ribbon, alluding to Chinese New Year and the Year of the Pig.

Customers will receive a red envelope in keeping with the Chinese tradition that offers 'lucky money' to children and young adults.

The Chinese New Year gift boxes will be available in airport stores from January 21 to February 5, which is the date of Chinese New Year in 2019.

Rosie Cook, Senior Manager, Global Travel Retail at Molton Brown, said: "This year we wanted to do something unique in travel retail to celebrate Chinese New Year and be relevant to a Chinese audience, with whom our products are very popular.

"The packaging our designers have come up with features iconic London landmarks, reflecting the

Chinese's well-known love for the city.

“The eye-catching look of these gift boxes, combined with the luxury nature of our products, will make Molton Brown the ideal purchase for the Chinese passenger at this special time of the year.”