

Molton Brown unveils travel retail exclusive offer for fragrance collection



Ribbon adornments will enhance Molton Brown's customer experience on travel retail counters through a personalized touch

London-based luxury fragrance expert Molton Brown is rolling out a travel retail exclusive offer to celebrate the launch of its new Eaux de Parfum and Eaux de Toilette Collection, bringing the brand's total number of fragrances to 27.

The new collection, which will debut in global travel retail, online and standalone stores on August 28, will be promoted using bespoke marbled creations from artist Lucy McGrath in the travel retail market.

McGrath, from London hand-marbling company Marmor Paperie, has created ribbon adornments to enhance Molton Brown's customer experience on travel retail counters through a personalized touch.

The use of hand-marbling ties in with Molton Brown's rebrand, which harks back to the brand's heritage in London in the 1970s, with the marbling recalling the company's first store in South Molton Street.

The use of marbling is also reminiscent of the Eaux de Parfum packaging designed by Vincent Villegier. Each Eau de Parfum cap has its own distinctive colorful resin pattern capturing the individual character of each fragrance.

Shoppers in travel retail will be able to personalize their gifts with bespoke hand-marbled grosgrain ribbon in three designs, which seeks to elevate the customer experience on Molton Brown counters in airports.

This offer will also be tailored to Asian travelers with the creation of a bespoke marbled grosgrain ribbon in red and gold to resonate with Chinese travelers during Golden Week celebrations, which falls during the campaign.

Molton Brown Associate Director, Global Travel Retail, Rosie Cook, said: “Here at Molton Brown we are very proud of our rich heritage as a fragrance house and a well-known gifting destination. This exclusive execution has been created to elevate our customers’ experience of our new fragrance collection offering something unique to travel retail shoppers in line with Molton Brown’s legacy that is all about individuality.”

In addition to 1.5ml Eaux de Parfum and Eaux de Toilette samples, customers purchasing Eaux de Parfum will receive elevated gift wrap experience with marbled pouches within selected counters ranging Eaux de Parfum.