

# Molton Brown wins praise for innovative new releases in Cannes



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London’s leading luxury fragrance expert, Molton Brown, demonstrated its strong commitment to the travel retail market with a brilliant set of new releases in Cannes, which garnered praise from across the industry.

The brand debuted five new exclusive travel retail sets – one of them specifically for the inflight market – as well as, Molton Brown’s new fragrance profiling tool, entitled Fragrance Finder.

Rosie Cook, Associate Director of Global Travel Retail, Molton Brown, notes: “Cannes is always one of the biggest events of the year for us and we are thrilled to say that this year was one of our best ever. The reaction to these new lines and experiences was fantastic and we have had exciting discussions with partners about further developing Molton Brown’s standing as one of the premier fragrance houses in travel retail.”

With the presence of Molton Brown icons and a freshness to suit the demands of the modern shopper, the product line received industry praise for standout packaging at the show. The new exclusive sets will debut either January or March 2020.

Industry partners have also appreciated Molton Brown’s decision to tailor the scents within the sets to the preferences of the travel retail shopper: Coastal Cypress & Sea Fennel being Molton Brown’s fastest growing fragrance collection and Indian Cress being the company’s number one hair collection in travel retail. In addition to their sustainable credentials, with both the carton and the sleeve being fully recyclable (in line with Molton Brown’s sustainability commitment), professionals were delighted to come across a hair collection, as it is rare to see within the channel.

Cook explains: “Travelers tend to forget bringing hair toiletries on their journey, which makes this set<sub>1</sub>

quite convenient. Overall, these sets contributed in showing our strong commitment to the travel retail sector through their impactful and eco-friendly packaging, as well as their tailored assortment.”

Meanwhile the Fragrance Finder, which was also introduced in Cannes, has driven strong interest from industry partners as it proposes a new, innovative approach to selecting perfumes. With impressive accuracy, this clever profiling tool offers both personality insight and personality-based recommendations.

“This represents a great way for teams to engage shoppers offering a personalized experience pre-purchase on travel retail counters,” Cook adds.