

# Puig creates immersive storytelling pop-up at Istanbul New Airport



Showcasing Penhaligon's Portraits Collection and Trade Routes Collection, the pop-up store occupies a high visibility area in Terminal 4; post-pop-up, the fragrance brand's products will be permanently available at INA from July

Puig Travel Retail Europe is inviting travelers at Istanbul New Airport (INA) to discover niche fragrance brand Penhaligon's through a consumer-centric pop-up that celebrates the British brand's unique storytelling. The immersive pop-up has been running since January and despite lower than usual passenger traffic, it has proved successful among travelers.

## High visibility pop-up space

The animation, in partnership with Unifree/Heinemann, occupies a high visibility area in Terminal 4 and showcases the Penhaligon's Portraits Collection and Trade Routes Collection. The space will remain open until the end of June, with Penhaligon's products then permanently available at INA from July.

Inspired by the complex lives of fictitious British aristocrats from the end of the 19<sup>th</sup> Century, Portraits takes storytelling through entertainment to the next level. The newest addition to the Portraits range is William Penhaligon - a woody oriental fragrance that pays tribute to the Penhaligon's Founder, who was a Cornish barber and perfumer.

Portrait fragrances are presented in luxurious heavy glass bottles with brass-colored heads and

housed in exquisite packaging designed by Icelandic illustrator, Kristjana S. Williams.

Trade Routes is inspired by a journey around the world to find “The Finest Exotic Imported Ingredients,” which were imported to London, England, in the 19th Century. The line’s best-selling fragrance, Halfeti, is inspired by the mysterious black rose found growing along the riverbanks of the Euphrates in the town of Halfeti, Turkey.

The scent blends fruits, spices and deep notes with creamy jasmine and mysterious rose, resulting in a fragrance suited to both men and women.

### **An enhanced digital shopping experience**

The shopping experience at the pop-up is elevated through the use of the brand’s digital tools such as fragrance profiling and the innovative Magic Monocle. Magic Monocle is a self-discovery tool that enables customers to discover the story behind every Penhaligon’s fragrance by scanning one QR code via their mobile phone.

Key ingredient and olfactive information are presented for each fragrance, allowing consumers to explore the product along with recommendations based on their preference.



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“Puig remains strongly committed to travel retail as a brand building platform and dedicated to delivering engaging, disruptive retail to make our customers dream. Storytelling is at the heart of Penhaligon’s and we’re delighted to bring the brand’s unique fragrance stories to life via this engaging space at INA, which combines retail excellence and digital elements to enhance the shopper journey,” comments Kaatje Noens, Puig Vice President Travel Retail.

“Penhaligon’s is a one-of-a-kind brand that beautifully complements our wider assortment of niche brands through its unique retail concept and fantastic product assortment. Additionally, the brand’s focus on offering incredible consumer experiences and obsession with customer service nicely aligns with our strategy as a retailer.

“Penhaligon’s is a fantastic asset to encourage travelers to discover the wider duty free offer in-store and we are delighted to finally have the opportunity to present the brand to our customers at INA,” says Ian Foster, Chief Commercial Officer, Unifree Duty Free.

“With Penhaligon’s, we are delighted to present yet another success story thanks to the outstanding partnership between Puig and Gebr. Heinemann. The brand shines with a beautiful performance in Istanbul and is definitely setting a new and very exciting standard, meeting our customers’ demand for exclusive niche brands. We are extremely pleased with this result and are excited to see what the future of Penhaligon’s holds,” adds Britta Hoffmann, Director of Purchasing & Cosmetics, Heinemann.