

# Puig and Heinemann Australia ramp up Penhaligon's visibility in Oceania travel retail



Penhaligon's now has both a permanent counter and a pop-up space at Sydney Airport

[Puig](#) and [Heinemann Australia](#) have partnered to launch two high-profile activities for fragrance brand [Penhaligon's](#) at Sydney International Airport's enhanced Luxury Precinct in Terminal 1.

"Opened at the beginning of February, the initiatives – a permanent counter and pop-up space – complement Heinemann Australia and Sydney Airport's strategy to offer luxury and elevated retail experiences to international travelers," says a press release.

## **Permanent presence in Oceania travel retail**

A first for Penhaligon's in Oceania travel retail, the 30-square-meter counter offers three of the brand's bestselling lines: Portraits, Trade Routes and British Tales. The latter, which pays homage to historic British traditions and stories, features Hamman Bouquet – the first fragrance created by William Penhaligon's in 1872.

"The counter is a showcase for several of Penhaligon's beauty tech innovations, including the innovative Magic Monocle digital fragrance discovery tool. The technology enables customers to discover the story behind every Penhaligon's fragrance by scanning a QR code on the fragrance bottle with their phone. It also displays key fragrance information and highlights product recommendations

based on customers' preferences."

In addition, the counter offers a premium gifting experience for customers to personalize their purchases with Penhaligon's gift boxes, multi-colored ribbons, gift tags and bespoke messages.

### **A Penhaligon's pop-up first in Oceania travel retail**

"The pop-up, the brand's first in Oceania travel retail, occupies a prominent space in Sydney Airport's Luxury Precinct and brings to life the storytelling of the Portraits Collection through beautiful design elements. At 24-square-meters, the pop-up features decorative details similar to the intricate hand-drawn packaging of the Portraits collection and an eye-catching Portraits Mansion as the centrepiece."

The pop-up is supported by a 360-degree campaign which includes digital advertising on Heinemann's website and out-of-home (OOH) advertising in high-traffic locations in international departures. Further support is lended in the form of gifts-with-purchase and an elevated sampling experience. Travelers are invited to try the scent selected at the end of the fragrance profiling via sprayed branded handkerchiefs that can be tied onto their wrists.

Adriana Viejo, Puig Vice President Asia, said, "Sydney International Airport's luxury precinct represents the next level in airport shopping and together with Heinemann Australia, we are proud to introduce the unique storytelling of Penhaligon's to travelers in Oceania. The brand's debut at this strategic location marks an important milestone in the brand's global expansion and our partnership with Heinemann."

Ranjith Menon, Heinemann Asia Pacific Regional Head of Marketing and Purchasing - Perfumes & Cosmetics, said, "Penhaligon's, with its compelling brand story and standout fragrances, is a fantastic addition to our new luxury beauty, fashion and accessories store in the Luxury Precinct at Sydney Airport. Penhaligon's approach to experience-led activations and engagement with passengers perfectly complements our goal to create unforgettable shopping experiences and give travelers a reason to come to the airport early. We look forward to seeing the brand flourish in Oceania, and to continuing to deepen our partnership across Asia-Pacific."