

Puig spotlights niche fragrances in Penhaligon's airport animations



Travelers are immersed in Penhaligon's Portraits collection via digital screens and an oversized Lord George fragrance bottle at Dubai Airport

Beauty group Puig is bringing Penhaligon's to life in activations at Dubai and London Heathrow airports amid rapid expansion of the niche fragrance brand in EMEA travel retail.

Launched ahead of the holiday season, the animations encourage gifting at two of the top airports in Europe and the Middle East while underlining Puig's commitment to growing the niche fragrance category in travel retail.

The 'Purveyors of Sweet Smelling Memories' animation at London Heathrow Airport Terminal 5, running until the end of December, centers on a world of perfumery imagination. The red and gold space is adorned with candy canes and sweets, complete with fragrance sommeliers dressed in red nutcracker outfits who are on hand to offer Penhaligon's Fragrance Profiling Experience.

The full Penhaligon's assortment is showcased, providing travelers with a wide array of gifting options, while a fun hat box game adds theater to the experience by offering consumers the chance to win a gwp.

Since opening in early November, the eye-catching animation has driven strong conversion, Puig said.

At Dubai International Airport Penhaligon's is featured in a high-profile pop-up space in Dubai CD

Circle 3, which is open until early December. The space immerses travelers in the brand's Portraits collection via digital screens and an oversized Lord George fragrance bottle.

Further brand awareness is being created via digital screen advertising on top of the Dubai Duty Free store in Terminal CD.

Fast-growing niche fragrance sub-category

The shopping experience at both animations is elevated through the use of Penhaligon'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 a fragrance bottle with their phone. Key ingredient and olfactive information is presented for each fragrance, allowing consumers to explore the product along with recommendations based on their preference.

Marvin Blumer, Puig Travel Retail Europe, Middle East & Africa General Manager, said: "Penhaligon's is going from strength to strength in travel retail EMEA and has recorded impressive results despite the impact of Covid-19. The brand's popularity is testament to its compelling product offer and unique storytelling which are clearly resonating with travelers searching for niche fragrances – a sub-category that is growing faster than the overall fragrance market. Puig is committed to championing the niche fragrance category in travel retail and Penhaligon's has a leading role to play in driving further expansion."