

# Tairo Group rolls out Sabrina Carpenter scent collection Mexico and Caribbean travel retail



Tairo Group's brand ambassadors introduce passengers to the Sabrina Carpenter fragrance line at locations in Mexico and the Caribbean. The company has deployed specialized representatives across more than 200 retail points in the region

Tairo Group has established a strong foothold for Sabrina Carpenter's fragrance collection across Mexico and Caribbean travel retail channels. The company's collaboration with Scent Beauty has helped to bring these signature products to travelers throughout the region.

The multi-talented Carpenter, whose career spans music, acting and fashion design, brings substantial star power to the partnership. Her recent recognition in Forbes' "30 Under 30" and scheduled 2025 appearances at major European venues enhance the brand's international appeal and marketing potential.



A customer samples the Sabrina Carpenter fragrance at a travel retail location. The brand's expansion throughout Mexico and the Caribbean represents a significant milestone in Tairo Group's regional growth strategy

The company's market development strategy centers on creating memorable in-store experiences that highlight the collection's distinctive appeal. By deploying specialized product representatives during high-traffic retail periods, Tairo has accelerated the brand's presence, now spanning more than 200 retail locations throughout the territory.

Complementing the physical retail presence, Tairo has implemented a coordinated digital strategy in partnership with key retailers. These online initiatives have generated engagement with over 25,000 potential customers, substantially elevating consumer awareness in these developing markets.

This market expansion reflects Tairo Group's continuing influence in beauty product distribution and reinforces its capabilities in introducing premium international brands to emerging travel retail environments.