

The Harmonist enters travel retail in harmony



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Jeffrey Ten, CEO of fragrance specialist The Harmonist, will be present at the Summit of the Americas show, as the brand gets set to enter the travel retail channel.

Ten is renowned for launching iconic brands like Elizabeth Arden, Estee Lauder and Calvin Klein into the travel retail space.

The Harmonist is a luxury fragrance brand with flagship stores in West Hollywood, CA and Paris, France.

The niche brand consists of 10 fragrances, and is making its name as a top seller in US department store Barneys New York.

The Harmonist is sold at Harrods, Harvey Nichols, La Rinascente and Tsum department stores. The brand is also sold in several of the top perfumeries in Europe.

Created by Lola Tillyaeva, the brand is inspired by feng shui, the ancient Chinese philosophy of bringing your inner self into harmony with the world around you.

Calling upon French savoir-faire, The Harmonist offers 10 delicate fragrances, which were created using the finest natural ingredients from around the world.

These scents were created in collaboration with well-known French perfumer Guillaume Flavigny. The Harmonist perfumes reflect the concept of Yin and Yang, the philosophy of balance.

Ten has appointed International Brand Builders' Katherine Patch-Sleipnes to spearhead the launch of The Harmonist in travel retail.

Ten will be meeting with buyers on March 24 as well as at the networking event on March 27 in Orlando.

