

Victorinox knocks on fragrant Wood



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Swiss brand Victorinox has unveiled its new masculine fragrance, Wood, dubbed “a perfect synergy of nature and science”.

The scent was developed using Headspace Technology, which offers a sustainable, eco-friendly alternative to traditional fragrance extraction.

Wood is described as a powerful fusion of rich woody and vibrant fruity notes. Part of the Victorinox Signature Collection, it complements the other men’s fragrances by adding the unpolished and authentic intensity of wood.

Inspired by the Swiss forests, the fragrance puts sustainability front and center while leveraging cutting-edge technology.

Created by Marypierre Julien and Yann Vasnier of Givaudan, Wood is a distinctive and elemental fragrance. The themes of nature and purity are reflected in the clean, fluid lines of the square flacon crowned with a silver-gray cap.

Like all fragrances in the Victorinox Signature Collection, the bottom of the flacon is colored in Victorinox red, representing the DNA of the brand. The color of the fragrance itself is visible through the glass flacon: a warm golden color reminiscent of freshly carved wood.

The folding box represents the texture and grains inherent in Swiss walnut wood. Its light and dark shading mimics the appearance of bright sunshine on wood.

The juice consists of fresh lemon essence top notes, warm Swiss walnut wood heart and sensual tree moss absolute base.

Sustainability and Swissness

For the woody note, Victorinox sourced Swiss walnut Wood from a local wood processing factory. Givaudan then captured the wood's fragrance molecules with its innovative and eco-friendly Headspace Technology to rebuild the smell and to obtain the Swiss Walnut Wood accord without wasting any valuable natural resources.

The Swiss-made fragrance uses upcycled cedarwood and is vegan and cruelty-free. The 100ml edt retails at CHF 79 (US\$85).

Anjali Gill, Victorinox Head of Fragrance Category, said: "There is an incredibly compelling sustainability and innovation story behind Victorinox Wood which we are excited to share with global consumers. As the latest addition to the Victorinox Signature Collection, Wood brings fresh appeal, fusing cutting-edge technology with an appreciation for the outdoors that is bound to resonate with adventurous globetrotters.

"Wood marks the next chapter in Victorinox's exciting innovation journey as we work towards ensuring our fragrances meet the highest sustainability standards and we look forward to sharing more developments in the coming years."