

Victorinox updates feminine fragrance range



The fragrances in this line are: For Her Ginger Lily, For Her Apricot Rose and For Her Lilac Jasmine

[Victorinox](#) has unveiled a series of updates for its feminine fragrance range, Heritage For Her, including a revamped bestseller and two new scents. The line is available now in select Victorinox travel retail locations, including Zürich Airport, and can be ordered globally through Victorinox's Travel Retail team.

The brand's red-colored bestseller For Her has evolved into the newly named For Her Ginger Lily, and two new fragrances have been introduced: For Her Apricot Rose and For Her Lilac Jasmine. Each fragrance is represented by a hero ingredient flower which lends its name to the scent, whilst an accompanying second ingredient indicates the color scheme. The bottles and boxes come in vibrant red, soft apricot and sensual purple to underline the characters of the three scents.

According to a press release, "Swiss Army For Her Ginger Lily aims to awaken fire and spirit in the wearer with its crisp and invigorating olfactory DNA. The fragrance blends revitalizing ginger essence with the floral notes of Lily of the Valley accord, dogrose petals and soft woods." Created by Master Perfumer Harry Fremont of Firmenich, Swiss Army For Her Ginger Lily has been a Victorinox bestseller for many years.

"Swiss Army For Her Apricot Rose transports wearers away from hectic everyday life to sun-drenched days on lakeshores. The scent is inspired by an eye-catching apricot-pink colored rose blooming in the Victorinox Garden. Its delicate petals are mingled with fruity accords of warm apricot, sparkling grapefruit, and wild raspberry in a summery-sweet fragrance." The scent has been created by perfumer Marypierre Julien of Givaudan.

"Swiss Army For Her Lilac Jasmine, created by Amélie Jacquin of Givaudan, alludes to the dreamy nostalgia of a garden retreat. The scent blends rich notes of tart wild blackberries and creamy lilac with cherry sweet Alpine Rock Jasmine and enigmatic Patchouli."

Victorinox Head of Global Travel Retail & Fragrance Sales, Gloria Dix, said, "At Victorinox, we are proud of our inspiring all-female fragrance team, who work tirelessly to deliver innovation across our men's and women's fragrances. Heritage For Her, created by women for women, is a statement of femininity and symbolizes the teamwork behind our creations."

The new Heritage for Her Collection is vegan and cruelty-free and all fragrances come as an Eau de

Toilette 100ml. All Victorinox fragrances are Swiss made, from product development to production, using high-quality ingredients.