

Lovely Distribution Co signs up with 3Sixty Duty Free



Sarah Jessica Parker fragrance Lovely Lights is exclusive to Virgin Atlantic for global travel retail

The Lovely Distribution Company has secured a first listing with Virgin Atlantic through a new partnership with leading global inflight concessionaire 3Sixty Duty Free.

The listing, effective April 6 2022, is for the new Sarah Jessica Parker fragrance Lovely Lights and is exclusive to the airline for global travel retail. The listing coincides with the domestic launch of the new fragrance through leading retailers internationally.

Available as a 50ml edp for inflight and online purchase, Lovely Lights by Sarah Jessica Parker is inspired by the energy of New York City and the spirit of Broadway.

The fragrance has been developed in collaboration with perfumer Laurent LeGuernac, featuring exotic florals, lush woods and sensual musks. The bottle has creamy pink tones, bright lights to enhance the logo, a loosened bow tie collar and is finished with a gold cap.

Featuring on the front cover of the Spring/Summer 2022 Retail Therapy shopping guide, Lovely Lights by Sarah Jessica Parker will retail onboard at £28 (US\$37) (domestic price £35/US\$46).

Said Lovely Distribution Company COO Jacqueline Kissenpfennig: “We’re delighted to be working with 3Sixty Duty Free and have confirmed a number of listings for the LDC portfolio for the coming season. This listing with Virgin Atlantic for Lovely Lights is a real coup for us and to have secured the Retail Therapy front cover is the icing on the cake. The Lovely collection of fragrances by Sarah Jessica Parker has been highly praised by perfumists, fragrance journalists and bloggers internationally, so we are confident that this new scent will be equally successful.”

Added 3Sixty Duty Free General Manager Anthony Fletorides: “With the Sex & The City reboot at the end of 2021, the timing for the launch of Lovely Lights is perfect, and Virgin Atlantic, with its strong UK-US routing and passenger profile, is unquestionably the right vehicle for our travel retail launch. Having the exclusive rights to the fragrance in travel retail gives Virgin the important point of

difference so essential for airlines in the current climate.”

The Lovely Distribution Company, helmed by Stuart McGuire, is global licensee for Sarah Jessica Parker Beauty (SJP) including global manufacturing, marketing and distribution rights.

Lovely Lights by Sarah Jessica Parker has top notes of mandarin, honeysuckle and neroli, mid notes of gardenia, jasmine and Cashmeran, and a dry down of musk, sandalwood and modern amber.