

# Tairo International opens Marc Jacobs corner at Nassau's John Bull store



Raising a glass to the opening of the new Marc Jacobs corner at John Bull Bay Street

Tairo International has opened a new Marc Jacobs corner - inspired by the blossoming beauty of a garden - at John Bull's flagship store on Bay Street in Nassau.

The Marc Jacobs distributor also launched the brand's latest Daisy Wild fragrance.

The new store is said to mark a significant milestone for the brand's presence in Nassau. The grand opening event was attended by prominent figures, including Rick Hazlewood, Corporate Director of JB Group; Inga Bowleg, Director of Brand Development; Sandra Ferguson, Regional Assistant at Tairo International; Laurece Marshall, Store Manager at John Bull Bay Street; Tezina Darville, Brand Manager at JB Group and Danielle Sutherland, Marketing & Advertising Specialist at JB Group.



Marc Jacobs' latest Daisy Wild fragrance features in the John Bull store

Personalized engraving services were offered at the Bay Street store during the ribbon-cutting ceremony and at the Marathon Mall store throughout the day. Attendees enjoyed custom cookies and beverages themed around Daisy Wild colors. Daisy Wild launch pads placed at the entrances of the Perfume and Jewelry Departments enhanced the in-store experience. A model sprayed Daisy Wild throughout the store, interacting with customers, while sales associates in Daisy Wild t-shirts enhanced the immersive brand experience. The progressive Daisy Wild campaign video played on the store's large TV screen, adding to the festive atmosphere.

Nelson Rivera, the Area Manager who arranged the event, said, "The Daisy Wild fragrance captured the hearts of many during the busy Mother's Day period. The engraving event at Marathon Mall saw such overwhelming demand that Daisy Wild sold out."

Tairo International said this success "underscores the strong appeal of Marc Jacobs fragrances, with Daisy Wild poised to push Marc Jacobs sales into the top rankings for 2024". "As a key brand for Coty, Marc Jacobs demonstrates significant market impact and consumer appeal," the company added.