

Celebrity fragrances secure listings on RwandAir



Lovely by Sarah Jessica Parker (100ml) is now carried onboard RwandAir

Two fragrances from the fast-growing Lovely Distribution Company portfolio are newly listed inflight by RwandAir for its Spring/Summer offer.

Best-selling celebrity scents Lovely by Sarah Jessica Parker and Darling by Kylie Minogue have joined the women's fragrance line-up onboard and online thanks to the new partnership between Lovely Distribution Company and leading inflight concessionaire 3Sixty Duty Free.

In total, four skus are offered: Lovely by Sarah Jessica Parker in 100ml and 50ml edp sizes and Kylie Minogue Darling in 75ml and 30ml edp sizes.

Kylie Minogue's Darling edp was relaunched in October 2021 to selected retailers in the UK and Spain, while the wider UK, Europe and travel retail launch kicked off in January 2022.

Darling was first launched with great success in 2006; the new bottle and pack design reimagine the original through a modern lens. A shimmery pink, sleek bottle with a lace-textured cap holds a floral fragrance with top notes of passionfruit, freesia and lychee, a floral heart of lily and boronia flower and a warm, lingering drydown of sandalwood, amber wood and vanilla.

Created by perfumer Ilias Fremendis, Kylie Minogue Darling retains the original scent architecture but in a modern, vegan formula. Price onboard will be US\$41.60 for 75ml (US\$52 domestic) and US\$24 for 30ml (US\$30 domestic).

Sex & The City star Sarah Jessica Parker released her first fragrance, Lovely, in 2005. Over 15 years later, it remains a top-selling global brand and has become the signature scent for women of all ages with its fruity interpretation of modern glamor.

Described as uplifting and feminine, Lovely is a silky white amber fragrance with top notes of mandarin. The simple yet bold design is adorned with SJP's signature grosgrain ribbon. Price onboard will be 100ml US\$49.60 (US\$62) and 50ml US\$38.40 (US\$48).

Said Lovely Distribution Company CCO Jacqueline Kissenpfennig: "These two fragrances will appeal to women of all ages; the timeless classic Lovely and the modern, updated Darling in a variety of sizes to suit every budget. Perfect for self-purchase or as gifts, we're confident that these two celebrity scents will quickly prove themselves onboard."

Added 3Sixty Duty Free Vice President of Operations Mario Mouarbes: "We're very pleased to add these two fragrances from global icons Sarah Jessica Parker and Kylie Minogue to the RwandAir inflight offer. Celebrity brands only work long term if the product is qualitative and on target - Lovely and Darling have both received excellent endorsement, so we are confident of their suitability for the RwandAir passenger profile."

Lovely Distribution Company is the global licensee for Sarah Jessica Parker Beauty, including global

manufacturing, marketing and distribution rights.

Kylie Minogue Darling edp is exclusively distributed in the UK, Europe and global travel retail by Lovely Distribution Company.