

# Molton Brown humanizes fragrance with new shopper tool



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Molton Brown is focusing on personality with the unveiling of a new Fragrance Finder.

The British luxury brand is building on its heritage as a fragrance house with the debut of its interactive profiling tool. The Fragrance Finder will make its debut in Cannes later this year.

Molton Brown showcased a new collection of Eaux de Parfum in Cannes in 2018, bringing the brand's total number of fragrances to 27 and underlining its credentials as "the new guard in British perfumery".

Now the company is looking to reinvent its fragrance experience with the launch of the new Fragrance Finder.

Created with The Future Laboratory, a trends and insights agency, this profiling tool uses a shopper's personality to pair them with a fragrance, rather than the less-understood olfactory preferences used by many existing profilers.

Rosie Cook, Associate Director Global Travel Retail, Molton Brown, said: "Research has shown that smell is the least educated of our senses, so questions about what scents we like can result in an inaccurate way of pairing our customers with the perfect fragrance.

"This new Fragrance Finder will give customers the opportunity to find the scent which perfectly expresses their personality. This is a revolutionary approach in fragrance profiling in the sense that it doesn't get you to think about fragrance - rather to answer questions about yourself. In the end, customers will learn as much about themselves as the fragrance that matches their personality."

This concept of humanizing fragrance is in line with Molton Brown's legacy since the 1970s, which centers on individuality and making every customer look and feel unique.

Said Cook: "Molton Brown is a brand made by individuals for individuals, connecting the perfumer and the wearer through their fragrances and working hand-in-hand with 10 visionary perfumers from a variety of ages, backgrounds and experiences to conceptualize truly diverse scents without demographic restrictions."

She added that for its on-counter teams and partners, it results in a better understanding of the customer and how to communicate with them.

The Fragrance Finder, which launches in standalone stores and online on August 28, will make Molton Brown's extensive array of fragrances more accessible to shoppers.

This tool will also be present in travel retail, initially at selected World Duty Free counters via tablets in London Heathrow Terminal 3 and T5, and London Gatwick North Terminal. The aim is to roll out to more locations.

Molton Brown will reveal more about the Fragrance Profiler and its latest releases for travel retail to buyers in Cannes from September 30 to October 4. For details, email [Sophie.sponagle@kao.com](mailto:Sophie.sponagle@kao.com).