

## PUIG and CDFG open multibrand fragrance spaces in Sanya



Puig and China Duty Free Group (CDFG) have partnered to open a multibrand space for Penhaligon's and L'Artisan Parfumeur at the retailer's Sanya International Duty Free Shopping Complex in Hainan. This partnership has created L'Artisan Parfumeur's first point-of-sale in travel retail Asia Pacific, and the first Penhaligon's counter in Hainan in a move that helps Puig establish a niche fragrance business in the region.



The new counter appeals to the evolving tastes of Chinese consumers who are showing a greater willingness to experiment with lesser-known fragrance brands from overseas

Niche fragrance brands have risen in popularity over recent years, especially amongst Chinese consumers, which is said to be closely linked to a bigger “niche” trend that has penetrated the fashion and beauty industries as Millennial and Gen Z consumers seek out products that can serve as vehicles of self-expression.



The shopping experience at the Penhaligon's area is elevated through such digital tools such as Fragrance Profiling and the innovative Magic Monocle. Magic Monocle is a self-discovery tool that enables customers to discover the story behind every Penhaligon's fragrance by scanning a fragrance bottle with their phone. Key information is presented for each fragrance, allowing consumers to explore the product along with recommendations based on preference

Grace Wang, China Duty Free Group General Manager of Perfume & Cosmetics, Central Merchandising Division, said: "Fragrances, in particular niche fragrances, strongly resonate with Chinese consumers who are looking for something different to express their identity. Niche fragrance sales have been on an upward trajectory in recent years and we are delighted to partner with Puig to open this attractive multibrand space at Sanya International Duty Free Shopping Complex."

Ryan Lee, Puig General Manager Travel Retail Asia Pacific, commented: "The niche fragrance sub-category in travel retail has shown encouraging signs in recent months and is still growing faster than the market. We are confident that the history and storytelling of Penhaligon's and L'Artisan Parfumeur will appeal to shoppers at Sanya International Duty Free Shopping Complex who are looking to purchase a unique gift or to indulge themselves."

An engraving service for both brands is available, enabling consumers to personalise purchases ahead of the festive season.