

## Haute Fragrance Company brings unique olfactory experience to travel retail

By **Laura Shirk** on September, 13 2019 | Fragrances, Cosmetics, Skincare & Haircare



The luxury fragrance company will introduce new products in Cannes

Launched in 2017, French niche perfume brand Haute Fragrance Company Paris (HFC) will be in Cannes for the first time this year.

Building on its success in the Russian domestic market, HFC is now targeting global travel retail. The independent French brand doubled its turnover in its first two years by launching four fragrance collections and increasing its presence in Russia. The response has been overwhelmingly positive from both consumers and retailers.

A fast-growing company, HFC is a leader in the luxury fragrance market, with a strong presence in Russia's high-end department, niche and concept stores. The unique brand is a collaboration of some of the world's best artists, perfumers and designers, offering a unique perfume experience that

combines art and olfactory conception.

To introduce the brand to retailers and meet with potential distributors in travel retail, HFC Paris will present all of its collections and introduce new products in Cannes. Viewing will take place in a spectacular suite just opposite the Palais des Festivals in famous Boulevard de la Croisette 7.

The perfume bottles, which embody female sophistication, are handmade in La Glass Vallée in Normandy. Each bottle is an exquisite piece of art. Fabricated of handmade glass and enamel, the bottles are decorated with magnificent illustrations by famous artists, carried out with a very complex and unique sublimation technique. The cap of each bottle is made of a precious zamak metal.

The bottles' elegance, shape and volume of 75 milliliters combine to create an exclusive accessory that can be carried on board through security and also fit neatly in a clutch.

All fragrances are available in a concentration close to Extrait de Parfum, with a large percentage of natural and noble raw materials.



A work of art, each body is handmade in La Glass Vallée in Normandy

The Collections:

- Original Collection; glamorous (in collaboration with Arturo Elena)
- Magic Collection; bright (in collaboration with Megan Hess)
- Asia Collection; poetic, exotic, abstract (in collaboration with Kim Zu)
- Black Collection; mysterious, dark, elegant