

# Victorinox unveils re-launched fragrance collection



Described as re-inventing the brand's story in a modernized and appealing way, the re-vamped collection will be released at the Virtual Travel Retail Expo during an Engagement Hub session titled *Victorinox: The Journey of Senses*

In an exciting development for Victorinox's fragrance business, the brand is re-launching its entire fragrance assortment after 15 years. Victorinox will officially unveil the fragrance re-launch at the

Virtual Travel Retail Expo on Thursday, October 15 (10:30am BST/11:30am CET) during an Engagement Hub session titled *Victorinox: The Journey of Senses*.

To inaugurate this new era, Victorinox combines its Swiss roots with a stronger product identity and brand appearance, while improving sustainability and product presentation. The new range comes in eye-catching Victorinox packaging, ensuring a strong statement and appealing look.

The new fragrances, which incorporate a storytelling approach, consist of two lines: The Heritage Collection and the Signature Collection.

### **Victorinox Heritage Collection**

The Victorinox Heritage Collection transports consumers to spectacular places, evoking images of crisp mountain air, crystal clear lakes and delicate alpine flowers. Fragrances in this collection offer the experience of a unique journey into Switzerland's beautiful nature.

The collection consists of five fragrances. The most popular men's fragrance, Victorinox Swiss Army Classic, features a minty, aromatic scent rounded off with lavender and amber.

For women, the name says it all. The popular fragrance Victorinox Swiss Army For Her is a vibrant scent infused with stimulating geranium, crisp lily of the valley and sensual soft woods. Victorinox Swiss Army Altitude, Swiss Army Sport and Swiss Army For Her Floral complete the well-balanced Victorinox Heritage Collection.

### **Victorinox Signature Collection**

The Victorinox Signature Collection presents a world of olfactory abundance and re-connects the imagination to the raw, yet delicate facets of nature.

The fragrances from the men's collection are inspired by the unpolished and authentic intensity of elements such as strong alpine Rock, energizing Genepi, refreshing and cool Steel or irresistible and hot Black Steel.

The female fragrance from the collection plays with magical moments in nature like the touch of dew drops on the skin when walking through the grass of a mountain pasture. It brings forth touches of fragility and sensual experience mixed with the resilience of nature.

The five Signature Collection fragrances invite men on a journey to explore the unseen and inspire confident and sensual women to enjoy the beauty of nature.

### **Designed & Produced in Switzerland**

All Victorinox fragrances are Swiss made, from product development to production, using high-quality ingredients. The re-launched fragrances are progressively being rolled out in global travel retail locations.

"This year marks an incredible milestone in the next chapter of #Victorinoxfragrances with the first of

our re-launched products already out on shelves.

To overhaul our fragrances, set up a new team, create a fantastic marketing story and be fully operationally amidst a global crisis is testament to the unstoppable Victorinox team who have worked tirelessly behind the scenes. Our thanks also go to our customers who have put their faith in us to continue delivering the exceptional experiences the brand is synonymous with," shares Gloria Dix, Global Senior Sales Manager – Fragrances, Victorinox.