

# Molton Brown to bring the Roaring Twenties to life this Christmas

By **Jas Ryat** on November, 11 2019 | Fragrances, Cosmetics, Skincare & Haircare



Drawing inspiration from the glamor of the Roaring Twenties and the free spirit of the Bright Young Things, Molton House's holiday travel retail exclusive gift sets include a Stocking Fillers Collection and encourage celebration

Molton House will celebrate the festive spirit of the Bright Young Things this holiday season, as it celebrates the Roaring Twenties. The British fragrance house is bringing to light its new travel retail exclusive gift sets.

Throughout the 1920s, the Bright Young Things shocked and disrupted social norms with their partying lifestyle and passion for jazz music and fancy cocktails. Reflecting the group of young aristocrats and showcasing the extravagance of their Bohemian nature, Molton Brown looks to bring a disruptive element to its festive celebration via a dedicated travel retail campaign. The campaign launched mid-October.

Rosie Cook, Associate Director – Travel Retail, Molton Brown, says: "This is a time of year for celebration and what better way to do so than by invoking the spirit of some of the most famous – and quintessentially British – party-goers of all time.

The Bright Young Things represent the spirit of Bohemian and hedonistic fun, which will help Molton

Brown bring the festive season to life for travelers and provide a unique, exclusive and exciting gifting offer.”

Drawing inspiration from the glamor of the Roaring Twenties, Molton Brown will unveil opulent new gift sets and activations exclusively for travel retail, as well as a thrilling new limited edition fragrance collection, Bizarre Brandy.

The new travel retail exclusive gift sets include:

**Stocking Fillers Collection**, the brand’s most popular discovery set returning this year with a new mixture of iconic Molton Brown fragrances, including Orange & Bergamot and Re-charge Black Pepper

**Coastal Cypress & Sea Fennel Fragrance Collection**, capitalizing on the major success of this fragrance, travel retail will offer a unique collection including a 50-milileter EDT, a 100-milileter bath and shower gel and body lotion – all in an ideal travel friendly format

**Mesmerising Oudh Accord & Gold Hand Collection**, including the fine liquid hand wash that contains real 24-carat gold flakes and the hand lotion

**Aromatic & Citrus Christmas Cracker**, with Coastal Cypress & Sea Fennel 50-milileter bath and shower gel and body lotion, as well as Vetiver & Grapefruit 50-milileter bath and shower gel and body lotion

On travel retail counters, these exclusive gift sets will complement Molton Brown’s wider range of pre-made gift sets and crackers, all beautifully wrapped in luxurious packaging that will undoubtedly stand out on-shelf thanks to their Roaring Twenties’ look and feel.

As for the Limited Edition Bizarre Brandy, this is a new scandalous, extravagant and thrilling fragrance inspired by the Bright Young Things’ cocktail of choice, the Sidecar, which was blended with the finest aged brandy. The scent brings to life the smoky haze of hushed secrets and decadent pleasures, set to a soundtrack of riotous jazz and festive frivolity.

Karine Dubreuil Sereni, Senior Perfumer, adds: “A Christmas party – the atmosphere is heady with aged brandy and celebration; festive melodies punctuate the joyful air. Bizarre Brandy is reminiscent of such rich tonalities.

Cedarwood evokes the scent of polished woods dancing with the seasonal spirit of ginger, cinnamon and cardamom, while incense divulges the smoky tones of secret alcoves that tempt festive revelers to linger.”

The new collection will be available in travel retail as an eau de toilette, bath & shower gel and body lotion while the refined, spirited and effervescent limited edition Vintage with Elderflower fragrance will return with the addition of a brand new EDT.

And in order to support the new launches and further bring to life the campaign, the brand has planned some travel retail-exclusive activations at select counters such as London Heathrow Terminal 5, where 1920’s dancers will invoke the spirit of the decade by dancing and interacting with passengers. The terminal will also showcase Molton Brown’s Christmas lines through an out-of-home space live for two weeks, starting on November 4.

In the meantime, Molton Brown staff will be giving away bounce back cards, which will drive shopper footfall and sales conversion rates by providing customers with a complimentary personal fragrance consultation and a travel bag when they make an eligible purchase.

Finally, to elevate Molton Brown's gifting offer, 1920's art deco inspired gift tags and tassels will be available for purchase at travel retail counters, as well as in standalone stores. The company wants to push gifting through personalization during the festive season.