

NUXE introduces a collection of Christmas coffrets to celebrate the holidays

By **Jas Ryat** on November, 27 2019 | Fragrances, Cosmetics, Skincare & Haircare



One of a collection of four, Nuxe's Magical Box Set consists of three classic products for a head to toe Prodigieuse experience

NUXE is electrifying the festive season in travel retail with four gift box sets specifically for Christmas. The perfect size & style a little under the tree love; the dynamic collection includes the Emblematic Box Set, Magical Box Set, Charismatic Box Set and Everything Becomes Possible Box Set.

With its multi-colored halos design, the Emblematic Box Set contains four best-selling care products from NUXE that have proven to pamper. Locked and boxed:

Huile Prodigieuse (30-ml bottle)

Huile Prodigieuse Gold (10-ml bottle)

Rêve de Miel Ultra-Nourishing and Repairing Lip Balm with Honey (15-g jar)

Crème Fraîche de Beauté 48H (30-ml tube)

With its special “lenticular” effect packaging, the Magical Box Set consists of three classic products for a head to toe Prodigieuse experience. Plus, receive a scented candle in an elegant glass jar for the home.

Crème Prodigieuse Boost Multi-Correcting Face Care (40-ml tube)

The iconic Huile Prodigieuse (100-ml bottle)

Prodigieux Shower Oil (100-ml)

Prodigieuse Candle (70-g jar)

A rose gold lamé kit, the Charismatic Box Set is made up of two iconic NUXE products and a scented candle for late nights filled with baths and bubbles.

Prodigieux perfume (50-ml bottle)

Prodigieux Scented Body Lotion (100-ml tube)

Prodigieuse Candle (70-g jar)

For the Everything Becomes Possible Box Set, a 50-ml bottle of Le Matin des Possibles perfume is presented in its own beautiful metallic box paired with an exclusive candle in an elegant glass jar to help release the fresh and luminous signature scent of Le Matin des Possibles around the home.

Le Matin des Possibles (50-ml bottle)

Le Matin des Possibles Candle (140-g glass jar)

Marion Bruimaud, Travel Retail Director, Nuxe, says: “At NUXE we’re dreaming of delivering a colorful Christmas for airport shoppers and no more so than with these beautifully conceived and highly colorful boxed gift sets containing some of our most iconic products.

Each boxed set contains real skincare treasures and they are carefully matched to make perfect gifts for Christmas with price points that makes them affordable for all.

We all know gift-giving is a powerful purchasing motive in travel retail, so Christmas is the ideal time for NUXE to offer passengers the opportunity to choose something special and different in their airport

shopping.”