

Shiseido Travel Retail stirs emotions with new scent launches

By **Hibah Noor** on May, 26 2020 | Fragrances, Cosmetics, Skincare & Haircare



The new Dolce & Gabbana Fruit Collection fragrance trio incorporates elements of the island of Sicily

Shiseido Travel Retail has strengthened its fragrance portfolio with the launch of three new product extensions from Dolce & Gabbana, Issey Miyake and Narciso Rodriguez.

Designed to build a deeper emotional connection with consumers, these releases are part of Shiseido Travel Retail's ambition to provide competitive and unique offerings for travel retailers and innovative products for travelers.

Available now in travel retail worldwide, the new scents consist of Dolce & Gabbana's Fruit Collection, Issey Miyake's IGO and Narciso Rodriguez's Narciso Ambrée.

Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail, commented: "Leveraging our consumer-centric strategy, the global release of these new expressions from our fragrance houses is set to drive further brand loyalty among traveling consumers by inspiring their

emotions with rich stories of history and place. Fragrance is a powerful emotional driver and scents have the ability to influence our well-being, invoke positive moods and reduce stress, which is especially important during these unprecedented times. With category-leading innovation, we are confident that they will serve as great travel additions for our beauty consumers.”

Dolce & Gabbana

Dolce & Gabbana Beauty pays tribute to the Italian island of Sicily with the new Fruit Collection, a trio of fragrances that incorporate elements of the island. Each fragrance is centered around a fruit, and composed of a complex blend of rare and crafted essences that aim to capture the vitality of a Mediterranean orchard in full bloom, to give a scent that is vivacious yet sophisticated.

The flacons are streamlined with fruit-shaped caps, which are inspired by Sicily’s renowned maiolica ceramics, transforming the Fruit Collection fragrances into collectible pieces of art.

The Dolce & Gabbana Fruit Collection features three fragrances:

Lemon:

Created in collaboration with perfumer Jérôme Épinette, the zesty Lemon perfume is inspired by the atmosphere of the markets in Palermo and lemons grown along the Sicilian coastline. Containing a classic Cologne accord of Sicilian lemon and Calabrian bergamot oils, the fragrance is enriched with lemon tree petitgrain distilled from the leaves, a splash of ginger essence, and anchored with a woody, earthy base of Haitain vetiver.

Orange:

Dolce & Gabbana Beauty collaborated with perfumer Jérôme Épinette to create this playful, fruity floral scent that was based on the sweet aroma of Sicily’s citrus groves. The fragrance consists of Sicilian orange and Calabrian bergamot oil, fresh basil and sweet orange blossom. Finally, a haze of powdery iris suffuses a warm base of amber and sensual musk.

Pineapple:

The pineapple is a strong symbol in the island’s decorative arts and architecture. Working with perfumer Marie Salamagne, the fragrance captures the sweet tang of pineapple using the Smell-the-Taste technology, a cutting-edge technique developed to translate living aromas into fragrances. The Pineapple perfume features Sicilian mandarin oil and jasmine sambac at its heart, while pure vanilla brings out the spiciness of the orchid pod, which is accented by facets of amber and moss.

The three fragrances come in 150ml variants and are now available in selected travel retail locations worldwide.

Issey Miyake

Issey Miyake IGO is a technological and playful rendering of Issey Miyake’s iconic Eaux d’Issey perfume with an innovative, two-in-one bottle design that took four years to create. In parallel with its English meaning, I GO, IGO in Japanese means henceforth, which signifies the future. The perfume comes encased in a dual-function bottle comprising the elegant ISTAY flacon, which may be left at home; and the light and portable IGO cap which contains 20ml of fragrance for spritzing on the go.



L'Eau d'Issey IGO (80ml) has a dual-function bottle comprising the elegant ISTAY flacon and the portable IGO cap

The Issey Miyake IGO collection is available in three fragrances:

L'Eau d'Issey (80ml) has the lightness of petals over a base of musk, Osmanthus and woody notes. Created by Jacques Cavallier, the water-inspired scent is infused with aquatic lotus, rose water, cyclamen and a shower of freesia over a heart of peony, white lily and spicy carnation. It is available now in travel retail worldwide.

L' Eau d'Issey pour Homme (100ml) has a crispy, spicy freshness on a woody base. It has zesty notes of yuzu and mandarin, while verbena, cypress, coriander and sage are fused with the heart of blue waterlily. A symphony of spices such as nutmeg, cinnamon and saffron are complemented by a woody base of velvety sandalwood and spirited vetiver. It is available now in travel retail worldwide.

L'Eau d'Issey Pure Nectar de Parfum (80ml), composed by Dominique Ropion and Fanny Bal, opens with a fruity pear note and honey-accented rose over a base of sea spray, creamy sandalwood and ambergris accord with cashmeran. It is available now in travel retail Asia Pacific and travel retail Americas.

Narciso Rodriguez

Narciso Rodriguez's new eau de parfum, Narciso Ambrée, is inspired by a woman's golden freckled skin radiating with the warmth of the sun.

A collaboration with perfumer Aurélien Guichard, the fragrance's original amber note is enhanced and blended with vanilla, amplifying Narciso Rodriguez's signature musc. Infused with exotic tiaré flower and ylang-ylang from Madagascar to create a deep and captivating floral note, Ambrée also contains smooth cedar to reflect the elegant woody signature of the Narciso range. The result is an intoxicating, light-infused fragrance.



Narciso Rodriguez's new Narciso Ambrée eau de parfum is presented in a sleek glass cube, in a rich amber glow inspired by sunlight

The Narciso eau de parfum Ambrée is presented in the iconic Narciso bottle, a sleek glass cube, in a rich amber glow inspired by sunlight.

Narciso Rodriguez's Narciso Ambrée Eau de Parfum comes in 50ml and 90ml variants and is now available in travel retail worldwide.