

Baroque & Rose expands into GTR market



B&R's fresh & subtle Organic Face Tonic 125-ml revitalizes the skin

[Baroque & Rose](#), the vegan, organic luxury skincare brand, has secured its first travel retail listing with Emirates Airline. The listing for its Organic Pure Face Tonic, which has been in operation since April 1, 2022, marks Baroque & Rose's debut in GTR.

The renowned beauty brand has earmarked 2022 as the year for expansion into the global travel retail market in collaboration with specialist sales agency, GMax Travel Retail.

"Emirates was the first airline listing for Baroque & Rose and the feedback so far is that the luxury product has been well received by passengers; it's new and perfectly suited to the Emirates customer profile," says Garry Maxwell, Founder, GMax Travel Retail.

"We've seen huge interest from other airlines and we are talking to cruise and airport retail partners too. Baroque & Rose is unique in its luxury skincare positioning; it offers a unisex, vegan, organic, sustainable brand DNA that is not yet available in the travel retail marketplace.

"It's good timing for Baroque & Rose to make its debut into the travel retail channel as passengers return to international travel. We've had a great response to our sustainable and organic skincare so far in the domestic market and we know consumers are looking for this type of conscious beauty option on their travels," adds Miriam Ciantar, Founder, Baroque & Rose.

Baroque & Rose skincare products use modern "skin-science" and the purest Mediterranean ingredients to bring customers a quality unmatched by anything on the market today. 100% organic and sustainable ingredients make Baroque & Rose products the best for both the body and the environment.

The company first targeted the travel retail sector in early 2020, but held off the launch of this exciting new sustainable brand because of the pandemic. The brand has ambitious goals for global markets in both domestic and travel retail and has some exciting range expansion news in the pipeline.

Instantly perking the skin with a fresh and subtle fragrance, B&R's Organic Face Tonic 125-ml includes Aloe Vera gel, Chamomile extract, Calendula extract, orange peel extract, wheat germ oil and lavender.