

Molton Brown introduces Sunlit Clementine & Vetiver collection



Molton Brown's Sunlit Clementine & Vetiver collection launches in the UK with Avolta

British heritage fragrance brand Molton Brown has unveiled a new Sunlit Clementine & Vetiver collection for traveling shoppers.

The new range is available exclusively with Avolta at UK airports before a national launch on April 18.

Its debut is backed with an eye-catching and sun-filled campaign, with beauty stations set up in key UK airports including Manchester, Birmingham, Leeds and Bristol, showcasing the new Sunlit Clementine & Vetiver range. At London Heathrow and Stansted, the stations will be joined by 'Must Have' tables, allowing visitors to fully the collections on offer in an accessible format which is judged perfect for the traveling shopper.

Rohanne Collis, Key Account Manager, Global Travel Retail, Molton Brown, said, "We are delighted to be launching our Sunlit Clementine & Vetiver collection as an early exclusive to the traveling consumer in our UK airports with our strategic partner Avolta. Offering this sneak preview underlines our close collaboration with our strategic partner and our dedication to offering something new and exciting for shoppers in the travel retail channel.

“With the summer travel season upon us, our Sunlit Clementine & Vetiver collection means that our traveling consumers can take the joys of endless sunshine with them wherever they are going. This collection speaks to the sense of happiness which is at the heart of travel and travel retail, and it is imbued with both the exquisite quality and conscious care for the world which are hallmarks of what we do here at Molton Brown.”

Since its foundation, Molton Brown has been dedicated to using the best ingredients in high concentrations, and this continues with Sunlit Clementine & Vetiver, which brings together citrus and refined woody notes to create a long-lasting scent trail and a sense of endless summer.

At the heart of the collection is the clementine, which combines with other citrus notes including mandarin and lime, creamy fig leaves, roasted hazelnuts and a deep bourbon vetiver, which is further enriched in the Eau de Parfum to become the signature note.

Julie Massé Senior Perfumer commented, “Clementine to me is sunshine all year long. I love its fizzy, zesty, green and bitter notes which have a complexity not found in other citrus fruits. It’s an instant injection of optimistic energy and warmth, inspiring me to connect with nature and reclaim a sense of peace.”

Alongside a dedication to using quality ingredients, a passion for sustainability has been at the heart of Molton Brown since the brand’s inception in 1971. Today, this continues with Sunlit Clementine & Vetiver, which is consciously created from plant to packaging. The mandarin and lime essential oils used in the collection are created as by-products of the juice industry, while the vetiver is farmed in Madagascar by local farmers who are trained in mindful working practices. These farming communities are also supported with assistance on food, education and medical treatment, to ensure a more conscious value chain.

As with all Molton Brown products, the new collection is 100% cruelty-free and made in the brand’s carbon neutral Hertfordshire factory. Sunlit Clementine & Vetiver is 100% vegan and presented in bottles crafted from 50% recycled plastic.

The Sunlit Clementine & Vetiver collection includes an Eau de Parfum 100ml, an Eau de Toilette (100ml), a Bath & Shower Gel (300ml) and a Body Lotion (300ml).