

Molton Brown offers elevated gifting opportunities for Chinese New Year



Originally released last year in partnership with World Duty Free and in conjunction with the holiday, Molton Brown bring back its Chinese New Year Gift Box

Molton Brown, the iconic British fragrance house, has unveiled a series of luxury, traditional and exclusive gifting activations for travelers to celebrate the Chinese New Year and Valentine's Day period.

Marking its return, shoppers at World Duty Free will have the opportunity to receive an exclusive Molton Brown Chinese New Year Gift Box, which was first released last year in conjunction with the holiday and ranked among the top Chinese New Year releases within travel retail.

The 2019 edition featured an illustration by the fashion illustrator Niki Groom, a Happy New Year tagline in Mandarin and iconic London landmarks to reflect the brand's British heritage.

Rosie Cook, Associate Director - Global Travel Retail, Molton Brown, says: "This activation was such a success last year that we are delighted to be partnering with World Duty Free exclusively this year to bring WDF shoppers this very special gifting opportunity. This partnership demonstrates our commitment to create something truly unique for our customers and partners in the travel retail market."

In addition to WDF, Molton Brown has also renewed its partnership with iClick to engage Chinese customers in the UK during the Chinese New Year via apps such as Hyperlocal, Mosocial & Youdao. Through this promotion, Chinese customers visiting the UK will be able to benefit from the offer of a

complimentary Ginger shampoo - when they spend £50 at select travel retail counters (London Heathrow, London Gatwick, Manchester, Edinburgh & Glasgow), as well as in-store and online at moltonbrown.co.uk.

To mark this holiday season, Molton Brown is also unveiling a Limited Edition red pouch that will be gifted to travelers buying an Eau de Parfum or Eau de Toilette on travel retail counters or in standalone stores.

Plus, the brand's popular double-sided gifting ribbon will return in combination with the Chinese New Year and Valentine's Day. Aiming to elevate Molton Brown's gifting offer through personalization, this promotion will be supported by luxury gift tags & tassels.

Finally, this gifting promotion will generate awareness via strong campaign visuals, Chinese copy at counters with significant Chinese traffic and a full-page ad in High Life magazine, the British Airways Chinese in-flight magazine (December, January and February issue).

Specifically tailored to Chinese shoppers traveling during the holiday season, this promotion will feature a fresh marine scent collection, Coastal Cypress & Sea Fennel, which is Molton Brown's highest growing fragrance collection in travel retail and particularly popular among Chinese shoppers.