

# Victorinox debuts First Snow fragrance



Victorinox First Snow takes the wearer on a journey to Switzerland's snow-covered landscapes

Victorinox has unveiled a new feminine fragrance that is inspired by the stillness of the first snowflakes that fall.

First Snow, part of the Signature Collection, complements the Swiss brand's female fragrances by adding comfortingly clean yet warm olfactive notes, and aims to create the sensation of being wrapped in a cashmere blanket.

First Snow has clean notes of sparkling white tea interwoven with icy fresh accents of eucalyptus. A rich vanilla bio infusion and a delicate orange flower absolute are revealed at its heart. As it dries down, a sensual full-bodied base of creamy white musk and tonka bean lingers.

Created by Ane Ayo of leading fragrance house Firmenich, the Victorinox Signature Collection is targeted at women who enjoy the beauty of nature.

The design of the round-shaped glass flacon is clean and pure. The folding box shows a photograph of a Swiss landscape with snow-covered branches and warm sunlight.

As with all fragrances in the Victorinox Signature Collection, the bottom of the flacon is colored in Victorinox red, in line with the DNA of the brand.

First Snow is of natural origin, vegan and available as a 100ml edt, retailing at CHF 79 (\$86).

Thomas Bodenmann, Head of Global Channels at Victorinox, said: “We are proud to end a fantastic year for Victorinox fragrances with the launch of First Snow. Following the relaunch of our fragrances in the second half of 2020, fragrance sales have recorded double-digit growth in 2021. This is proof that we are on the right track with our new storytelling approach which combines our Swiss roots with a stronger brand appearance and product identity.

“During the recent TFWA World Exhibition in Cannes, our global partners reconfirmed their support of our growth ambitions – making us very positive about another good year ahead for Victorinox fragrances.”

First Snow and other Victorinox fragrances are available for order globally through Victorinox’s travel retail team.