

Moschino's Toy 2 fronted by Devon Aoki now in GTR

EuroItalia is hoping to replicate the success of Moschino's Toy scent with a second expression, aptly named Toy 2, in various duty free and travel retail locations as it launches globally this month.



The original unisex Toy scent – the bottle for which was concealed within an actual teddy bear wearing a T-shirt with the words 'Not a Moschino Toy', on it – was created in 2014 by Jeremy Scott who was appointed the brand's Creative Director in 2013.

The follow-up launch – a women's fragrance – four years later features an unmistakable flacon again in the shape of a teddy bear, this time in opaque glass and wearing a gold collar.

"The distinctive bottle is certainly one of the most iconic found on the shelves of the world's best perfume shops," insists EuroItalia and Moschino.

The juice itself is described as a floral, woody musk blending magnolia, Granny Smith apple, white currant, mandarin, jasmine petals, peony, musk, sandalwood and ambery woods.



Jeremy Scott, Moschino's Creative Director holds an oversized bottle of the new Toy 2 together with

Moschino's Toy 2 fronted by Devon Aoki now in GTR

supermodel Devon Aoki.

The eau de parfum will be available in 30ml, 50ml and 100ml sizes complemented by a perfumed bath and shower gel and perfumed body lotion.

The launch will benefit from the 'star power' of American actress and model Devon Aoki, photographed by Steven Meisel and directed by Jeremy Scott.

TRB BUSINESS