

New Chloé scent pays tribute to the rose



Coty has created the ‘third facet’ of its signature Chloé fragrance line, Roses de Chloé, heavily laced with Damask rose from fields in Turkey to be launched into travel retail in September to coincide with the fashion brand’s 50th anniversary.

The fragrance was launched today in Paris at the Hôtel de Miramion. The brand took advantage of the traditional French buildings pretty courtyard and garden which it decorated with pink and white roses. One room was dedicated to the signature line of fragrances each one sat on a beautiful display counter and one was filled with suspended roses, inspired by the key note of the new fragrance.



Coty launched its debut scent for the brand in 2008, drawing on

the brand’s DNA to create Chloé Signature EDP. “In 2008 a new floral expression was born,” says the fashion brand.

[Left: Suspended roses filled an entire room at the launch of Roses de Chloé today in Paris]

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"We thought it had no more secrets to reveal, yet, with the Chloé fashion house behind it, the rose spoke with poetry never known before." The Damask rose or 'damascena' is complemented by bergamot, musk, amber and cedar wood.

Coty's Marketing Director for Chloé, Philippe Desroche told TRBusiness.com that although there are many competing rose-inspired fragrances on the market, rose has always been at the heart of the brand.

"Although we know we are not the first to use rose, Chloé has been synonymous with roses from the very beginning...In L'eau de Chloé (the second facet) consists of 20% rose water," something, which was a first for the fragrance world *[according to Desroche]*.

NO 1 IN JAPAN

Markus Stauss Managing Director for Travel Retail and Export Worldwide revealed that Chloé launched a Roses edition in 2011 into travel retail, with great success. "It was a limited edition, the juice was the same as the signature EDP, but we did it with a pink ribbon. It performed well in travel retail."



Both Stauss and Desroche believe the fragrance will perform well in Europe and Japan where the brand already has a loyal fanbase. "Chloé is no 1 in Japan and a top 15 fragrance worldwide," says Desroche.

Stauss said that the fragrance will be distributed in Korea, Japan, Singapore and Hong Kong in Asia; in most countries in Europe and a smaller distribution in the US *[1200 domestic doors]*.

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When asked how this particular rose-inspired



fragrance which was composed by perfumers Michel Almairac and Mylène Alran (Robertet) was different to the plethora already available in travel retail, he replied. "It's like with music. I like a lot of songs about love, but they differ a lot from one to the other."

INTERPRETATION

Perfumer, Almairac, used the example of artists. "If you give 10 artists the same subject, their paintings will be totally different. It's all down to interpretation."

[Left: The model trio in the Roses de Chloé print campaign]

Roses de Chloé is supported by a print and digital campaign as well as an innovative new app, animated using a mobile phone and a computer. "We could use this in store in TR. You connect your phone to the computer after downloading our app and code. Once this is set up the phone becomes a remote control."

Customers will be able to blow into their mobile phones and see the roses on the computer screen move as a result. The digital campaign was choreographed by dance troupe 'I could never be a dancer', which was asked to create a routine interpretation of the rose.

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For the print campaign, internationally renowned Artistic and Creative Director Fabien Baron shot three fashion models Tilda Lindstam, Caroline Brasch Nielsen and Esther Heesch reclining on a sofa in a Paris studio. Lindstam told TRBusiness.com that she thought this fragrance would appeal to a wide audience.



[Above L to R: Tilda Lindstam, Caroline Brasch Nielsen]

CHLOE GIRLS

"I think it is so easy to wear; it could be worn by anyone. It is lighter than the previous scents." When asked what sort of characteristics the 'Chloé girl' would have, she said: "She is young, but not too young; she has simple tastes, she is natural, strong and elegant."

When asked if there was a fourth facet on the way Desroche was guarded and remarked that Coty was not currently working on this. "The olfactive territory for Chloé has always been floral so to introduce something like Oud would be risky as the Middle East is not really a big market for us."

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Like with many of its other fragrance pillars Coty plans to launch the fragrance in TR stores in a big way. "I am already working on this idea of suspended roses [*above the shop floor*] in travel retail," said Stauss. "I think the concept would work really well."

"But we won't compromise on quality," said Desroche. "If we can't execute something perfectly, it won't happen. If the suspending roses have to be fake they cannot *look* fake. It has to be perfect. This brand is about attention to detail."



ON THE HORIZON

To really target Asia and leverage the fashion brand's large fanbase in Japan, Coty is also launching a Crème de la Rose facial skincare range including a serum, a water lotion, an oil and a cream moisturiser.

[Left: Crème de la Rose skincare range]

Stauss said that the launch into TR would be delayed. "We want to wait for the eye cream to be launched as I think this would do excellently in travel retail." Stauss anticipates that Crème de la Rose will be launched for GTR in the fall.

Reportedly the skincare range is already in Japan (domestically) but will enter additional Asian countries at the end of the year. Watch this space...