

Puig launches Jean-Paul Gaultier travel exclusives

Puig has launched two travel exclusive limited edition collectors from Jean-Paul Gaultier. The Gaultier Airlines pair comprises Classique Eau Fraîche for women and Le Mâle Eau Fraîche for men which are available in unique gift-boxes.

Available in GTR since April 2018, collectors have been supported by their own activation platform initially launched at Barcelona Airport. Roll-out is planned in major airports worldwide over the summer.

Developed for female travellers, Classique Eau Fraîche has been overdosed with a gourmand effect: crystalline, reminiscent of a lemon sorbet, but softened with sugar cane juice and vanilla.



Classique Eau Fraîche for women and Le Mâle Eau Fraîche for men have been available in GTR since April.

EXCLUSIVE PRODUCTS

For men, Le Mâle Eau Fraîche is clean and fresh. Neroli flower and mint give depth to the base, while sage unites with tonka bean, sandalwood and vanilla to round out the fragrance.

Antoine Lafourcade, Vice President, Travel Retail, Puig commented: “Supporting our retailer partners by creating unique and exclusive products and experiences, beyond anything that can be found in domestic markets, is one of the key strategies for travel retail at Puig.

“The creative limited-edition Gaultier Airlines pair bring playful Jean-Paul Gaultier charm to the Classique and Le Mâle by invigorating the glamor of vintage travel. The collectors create real on-shelf impact and represent excellent travel-relevant gifts or personal mementos from an exciting journey.”

Gaultier Airlines Classique Eau Fraîche and Le Mâle Eau Fraîche are available in 50ml and 75ml bottles respectively.



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