

Coty partners with Heinemann on 'My Fragrance Garden' installation

Coty Travel Retail, in partnership with global travel retailer Gebr. Heinemann, is debuting My Fragrance Garden, an exclusive experiential installation reimagining fragrance discovery through the lens of sustainability, education, and innovation.

The activation brings Coty's Beauty that Lasts sustainability strategy to life through a specially curated experience featuring five leading brands: Hugo Boss, Burberry, Calvin Klein, Chlo  , and Marc Jacobs.

At the heart of My Fragrance Garden is an immersive multi-brand installation inviting travellers to explore the five core pillars of Coty's sustainable fragrance strategy: upcycled alcohol; upcycled ingredients; eco-designed packaging; fragrance drop sampler; and fragrance refills.

"The launch of 'My Fragrance Garden' is further testament to how sustainability is Coty's ultimate driver of innovation," said Mette Engell, Senior Vice President, Global Travel Retail at Coty.

Engell continued: "This exclusive installation is a dynamic, exciting manifestation of our 'Beauty tThat Lasts' strategy, enabling travelers to engage with our fragrance creations in meaningful, educational ways, and understand how we develop products that embody both desirability and sustainability."

Each pillar is brought to life through a spotlight on fragrance innovations across five signature brands, coupled with tactile displays, QR code-enabled storytelling, and immersive content designed to educate and engage visitors.

Britta Hoffmann, Director, Purchasing Beauty at Gebr. Heinemann, commented: "Our partnership with Coty is driven by shared ambition and a joint commitment to sustainability. With 'My Fragrance Garden', we are proud to bring this commitment to life combining innovation, responsibility, and a unique travel retail experience for our customers."

As a retailer, we are in a position between supplier and consumer, raising the importance of collaboration to increase sustainability at the point of sale," added Saskia M  ller, Director, Legal, Compliance, & Sustainability at Gebr. Heinemann. "In doing so, the awareness raising and education of shoppers is crucial, therefore playing an important part in our sustainability strategy. 'My Fragrance Garden' perfectly contributes to this by shedding light on sustainability product credentials and attracting shoppers to learn more in a playful, exciting way."



My Fragrance Garden is launching from September 2025 in Copenhagen Airport and Berlin Brandenburg Airport, and expanding to Frankfurt Airport in early 2026.



The centerpiece of the My Fragrance Garden experience is an interactive garden-themed circular display, inviting visitors to immerse themselves in the five key themes underpinning Coty's sustainable fragrance strategy.

Coty, working in partnership with experts at LanzaTech, uses captured carbon emissions to produce a high-purity alcohol that is suitable for use in fragrances. Created through a natural fermentation process, this new alcohol utilizes near-zero water consumption and significantly reduces the need for agricultural land and fertilizers helping to lessen the impact on biodiversity.

Showcasing fragrance components made from repurposed by-products, including upcycled turpentine from the paper industry in CK One Essence, and Cedarwood Virginia sourced from leftover wood chips in Calvin Klein Eternity for Women.

The eco-designed packaging demonstrates Coty's commitment to using less and better packaging, promoting circular and lower impact solutions, while maintaining quality and desirability.

As for fragrance refills, by using a Burberry Goddess Eau de Parfum refill, consumers can reduce packaging weight by up to 68% (calculations based on purchasing one 150ml refill and one 50ml bottle of Burberry Goddess Eau de Parfum instead of 4 x 50 ml bottles), cutting down on the main environmental contributors: 75% less glass, 54% less metal, 44% less plastic, and 30% less cardboard.

Finally, the fragrance drop sampler spotlights an innovative testing solution that dispenses a single, touchless drop, offering a precise, low-waste alternative to traditional sprays while preserving the true essence of the perfume.

Steffen Jopp, Managing Director, Gebr. Heinemann at Berlin Brandenburg Airport, said: "We are incredibly proud to host 'My Fragrance Garden' at Berlin Brandenburg Airport (BER). This unique activation transforms travel time into a sensory experience, highlighting sustainability and innovation in a captivating setting.

Coty partners with Heinemann on 'My Fragrance Garden' installation

Experiences like this at the point of sale are becoming essential for capturing attention and driving engagement. A heartfelt thank you to all partners and teams involved. We look forward to welcoming travelers and creating memorable moments together.”

READ MORE: [Coty’s new orange blossom Chloé Le Parfum reaches travel retail counters](#)

READ MORE: [New refillable perfume signals next chapter for Burberry Goddess fragrance](#)

READ MORE: [BOSS Bottled Beyond Eau De Parfum makes high-impact GTR launch](#)

TRBUSINESS