

OUT OF HOME

Floris London spurs fragrance gifting via trolley tour

December 14, 2015



Floris trolley

By STAFF REPORTS

British perfumer Floris London has created a mobile point of scent exploration for consumers this holiday season.

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Floris is pushing a golden shopping trolley to various spots in London, giving consumers the opportunity to sample its fragrances outside of its stores. With only two brand-owned boutiques within the city, this will enable Floris to reach more consumers in different neighborhoods, inviting them to gift its perfume.

Traveling salesmen

Consumers can follow along on social media to find out where the #VeryFlorisChristmas team is positioned that day. So far, the trolley has been spotted in Berkeley Square, Mayfair and St. James Square.

Along the way, Floris is sharing fun facts about its brand as it pertains to specific locations. For instance, captioning a picture of its trolley next to a statue of Winston Churchill in Mayfair, the brand explains that Special 127, a favorite of the former prime minister, is still sold.

The trolley is filled with blue gift boxes and also contains an array of scents, and consumers who interact with the display will be gifted fragrance samples and an exclusive voucher. This may drive traffic to Floris' own stores or its stockists, including Fortnum & Mason and Harrods.



Floris London trolley

Those who spot the brand's rolling store are encouraged to take a picture and post it to social media, tagging #VeryFlorisChristmas for a chance at a \$454 hamper.

Beauty purchases are often driven by experience, whether through a makeup counter or sample. Knowing this, other brands have hit the streets to bring their cosmetics directly to consumers.

This summer, Italian fashion brand Dolce & Gabbana traversed the city of Milan in a beauty branded truck to promote its cosmetics collection.

Dolce & Gabbana's Beauty-on-the-Go rickshaw drove through Milan from May 16 to give passersby the opportunity to sample the fashion label's beauty offerings. The brand has been headquartered in Milan since its founding in 1985, and since the 2015 Milan Expo had only just began, Dolce & Gabbana's initiative benefited from the influx of tourists visiting the city ([see story](#)).