

EVENTS/CAUSES

## Cunard, Penhaligon's further partnership to retail strategy

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*Penhaligon's first shop on St. James's Street*

By STAFF REPORTS

British perfumer Penhaligon's has turned to global cruise liner Cunard for "smooth sailing" as it furthers its retail footprint in the United States.

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Penhaligon's has recently opened the doors to boutiques in Beverly Hills, CA, Short Hills, NJ and in New York, and while the brand has a longstanding heritage, creating buzz through a contest may drive foot traffic. Efforts such as this give the brand an opportunity to target new consumers who may be unfamiliar with its wares, and a retail setting is ideal to demonstrate its expertise.

Come in and sea

Penhaligon's new boutiques are located at 620 Fifth Avenue in New York, 439 N. Rodeo Drive in Beverly Hills, CA and in the Short Hills Mall's upper level in Short Hills, NJ. These locations attract affluent consumers as the predominate high-street brands all have a presence in the area.

On the weekend of Dec. 22, Penhaligon's new boutiques were visited by Cunard Bellmen to publicize the partner's contest.

From Dec. 12 through Jan. 12, consumers can visit one of the three boutiques for a chance to win a prize. A purchase is not required for entry, but because consumers are visiting the new stores, there is a heightened chance that an item may spur interest and be bought during their time in the boutique.



*A Cunard Bellman outside Penhaligon's new Beverly Hills, CA shop*

While at the boutique, consumers are encouraged to enter for a chance to win a Transatlantic Crossing on Cunard's Queen Mary 2 cruise ship. The package is a seven night journey for the winner and a guest, leaving from either New York or Southampton, Britain.

The winners will stay in a standard Balcony Cabin and will be gifted a Penhaligon's gift basket. The prize has a retail value of approximately \$4,900.

Penhaligon's likely selected Cunard as a partner for this effort as the perfumer's products are available in the guest cabins aboard the cruise liner's ships.

Similar to hotels, cruise liners often work with luxury brands to offer guests high-end amenities. For example, Italian fashion label Etro partnered with Crystal Cruises to provide branded spa amenities in its guests' staterooms and penthouses.

In the comfort of their own lodgings, cruise travelers can take advantage of both Etro's bath soaps, toiletries and its accessories, including robes and slippers. This gives an experiential entry to the brand's spa collection for those unacquainted, and will associate Etro with the memories created while on-board ([see story](#)).

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