

COMMERCE

Floris London expresses personal attachment to scent with customization

February 4, 2016



Floris London A Rose for... scent

By STAFF REPORTS

Bespoke perfumery Floris London is enabling consumers to get a fragrance all their own with a personalization initiative.

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Only 100 bottles of a rosy Eau de Parfum were hand poured at the brand's St. Jermyn Street shop. For the limited-edition run of the floral scent, the brand is letting consumers incorporate their name into the fragrance's title on the bottle, which will in effect create 100 individual fragrances in name.

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Floris' A Rose for perfume has top notes of Darjeeling tea and incense, a heart of red rose, tuberose, orris and oud and base notes of cedarwood, sandalwood, amber, patchouli, vanilla and incense.

Consumers who purchase the fragrance can complete the scent's name with their own. For instance, a consumer named Emily would have her name handwritten on the bottle, receiving A Rose for Emily.



Floris bottles at its flagship store

The brand explains to consumers, "A Rose for is unique to the possessor, signifying the personal attachment to scent. Defined by no-one, it is truly for you."

Floris' latest perfume is only available online and in the brand's two London stores.

Other brands have left the naming up to consumers, allowing them to leave their mark on the perfume.

France's Guerlain is extending the personal connection a consumer has with a fragrance through an unnamed scent.

New for 2015, the unnamed scent, referred to as Mon Exclusif, or My Exclusive in English, encourages self expression. Since a fragrance purchase is personal and the choice of a scent is often rooted in personality and mood, this marketing tactic is an interest approach that allows the consumer to be in control of the experience ([see story](#)).

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