

INTERNET

Penhaligon's asks budding photographers to interpret spring

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Penhaligon's Equinox Bloom

By STAFF REPORTS

British perfumer Penhaligon's is exploring the theme of spring through user-generated content.

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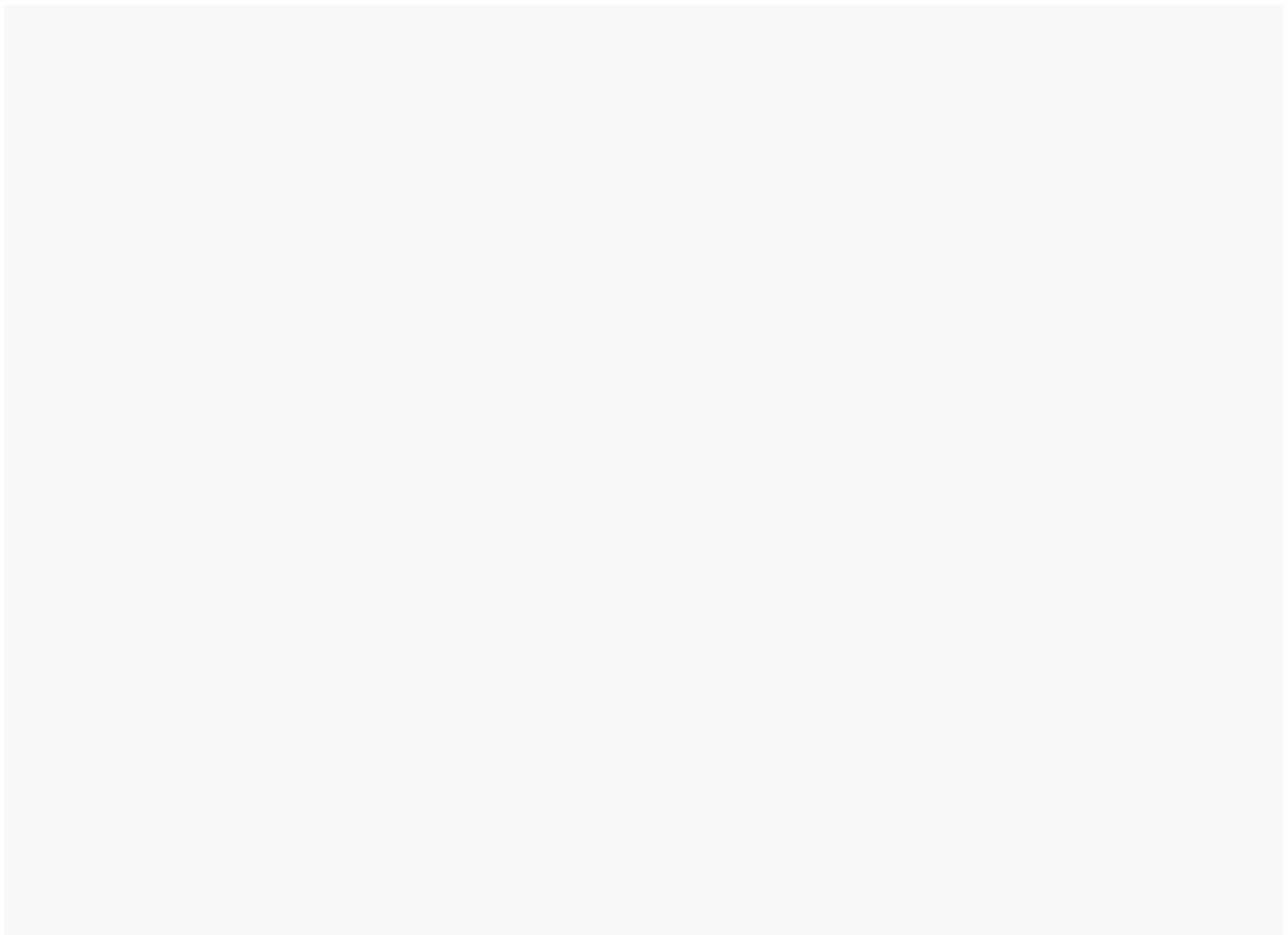
The brand has launched a social contest in celebration of its new scent Equinox Bloom, asking consumers to post a spring photo and tag it with the fragrance's name and a friend's handle. This social contest is a way to incentivize consumers to spread the word, allowing Penhaligon's to organically raise awareness for Equinox Bloom among its community and beyond.

New season

Equinox Bloom is inspired by the time honored tradition of high afternoon tea, with notes that recall the daily pastime as well as a bouquet of spring's first flowers. The scent, created by master perfumer Olivier Cresp, is described by the brand as its "first gourmand fragrance."

To introduce the idea of Equinox Bloom, Penhaligon's took to its blog, sharing a list of the best teas it has discovered around London. These range from Claridge's traditional ritual that dates back 150 years to the BB Bakery Afternoon Tea Bus Tour, during which partakers sip tea and take in the sights from a vintage double decker red bus.

On Instagram, the brand invites fans to enter to win a bottle of Equinox bloom for them and a friend. The contest rules specify a springtime photo must be posted with the hashtag #EquinoxBloom, and the poster should tag a friend.



What does Spring look like to you? Add #EquinoxBloom to your photo and tag a friend for a chance to each win a bottle of the fragrance. Photo by @c_colli

A photo posted by Penhaligon's (@penhaligons_london) on Mar 25, 2016 at 6:56am PDT

Penhaligon's contest will be open until April 10.

With spring in the air, a number of brands are prompting seasonally appropriate imagery to help usher in warmer weather.

French department store Printemps is also welcoming the new season with a social media effort.

The retailer, whose name translates to spring, is reaching out to consumers for a floral-themed user-generated content contest. Part of its ongoing 150th anniversary celebration, this serves not only to mark the warmer weather ahead, but also to commemorate Printemps' heritage ([see story](#)).

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