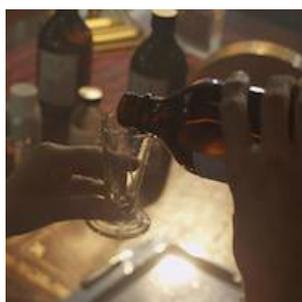


FRAGRANCE AND PERSONAL CARE

## Turnbull & Asser bottles store experience in limited-edition Floris London collaboration

May 20, 2016



*Floris London and Turnbull & Asser's 71/72*

By SARAH JONES

British perfumer Floris London is translating bespoke tailor Turnbull & Asser's story into a scent, allowing consumers to explore the brand's heritage through a new sense.

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The scent is meant to evoke the feeling of walking into Turnbull & Asser's flagship on Jermyn Street, with a name taken from its street address, 71/72. Turnbull & Asser and Floris London have a number of likenesses, including a shared nationality and possession of royal warrants from the British monarchy, making this partnership a natural relationship.

### Shared history

The family-owned and operated Floris London was founded by Juan Famenias Floris in 1730. The brand garnered its first royal warrant in 1820 and has added 20 more over the years, with two still in effect for Queen Elizabeth II and HRH Prince of Wales.

HRH Prince of Wales selected Turnbull & Asser for a royal warrant in 1980.

Other clientele are shared between the neighbors on Jermyn Street, including the character James Bond. Ian Fleming selected Floris' No.89 as Mr. Bond's scent of choice for "Dr. No," while Turnbull & Asser has made shirts for a number of the men who have played 007 over the years.

Celebrating their respective dedication to craftsmanship, the pair has teamed up on a limited-edition scent, 71/72. The collaborating brands took a year to develop the fragrance, spending time at both stores to ensure that the essence of Turnbull & Asser was translated properly.



### *Floris London and Turnbull & Asser's 71/72*

This was a collaboration between Turnbull & Asser's owner James Fayed and its head of design Dean Gomilsek-Cole, and Floris London's director Edward Bodenham and its perfumer Penny Ellis.

Inspired by the sensation of entering Turnbull & Asser's store for the first time, the scent opens with mandarin, bergamot and juniper, followed by heart notes of lavender, jasmine, orris and oud. Reminiscent of the store's furnishings, the fragrance is grounded in woody base notes including sandalwood, boisamber and frankincense.

The fragrance is being produced in a limited run of 200 bottles, each of which will be hand-poured and personally named, signed and numbered by Ms. Ellis. Consumers can purchase a specially made sleeve for the fragrance.

71/72 is retailing exclusively at Turnbull & Asser and Floris London direct-operated stores and their ecommerce sites.

### Olfactory storytelling

Scent can often portray a message, experience or piece of heritage in a way that other senses cannot. Luxury brands have therefore used specially created perfumes to enliven their brand stories.

Starwood's St. Regis Hotels and Resorts is presenting a unified front to consumers with a new signature scent that will perfume its many locations around the world.

"Caroline's Four Hundred" is the brand's first bespoke scent, inspired by the Gilded Age socialite and member of the hotel's founding family, Caroline Astor. By uniting its varied locations with one scent, the hotel chain will remind consumers that no matter where they are in the world, St. Regis is comfortable and familiar ([see story](#)).

British automaker Bentley is capturing the adventurous spirit of its Bentayga SUV through scent with the launch of a new fragrance.

Infinite Rush eau du toilette is designed for the man who consistently pushes limits, who might be seen jumping out of a plane or off-roading in Bentley's first SUV. The cologne launched exclusively at Harrods from March 8-22, prior to its international debut in April ([see story](#)).

For Turnbull & Asser, this scent will not only give its loyal clientele a new way to wear its brand, but it will also serve as a reminder of in-store visits, perhaps spurring another trip to the tailor.

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