

FRAGRANCE AND PERSONAL CARE

## Fragrance Du Bois aims for 200 boutiques by 2020

September 7, 2016



*Fragrance Du Bois storefront*

By STAFF REPORTS

France's Fragrance Du Bois is responding to consumers' demand for natural oud perfumes by expanding its retail footprint.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Fragrance Du Bois currently operates storefronts in Singapore, Kuala Lumpur, Bangkok and the House of Jovoy in Paris. By the end of September, the perfumer plans to open no less than seven new boutique locations to become more accessible for consumers interested in its products.

### Expansion plans

In Europe, Fragrance Du Bois will expand its retail footprint to include shops in Geneva at 8 Rue du Rhone, the Via Brera in Milan and Puerto Banus, Marbella, Spain.

The brand's Milanese outpost is in association with Profumo, a family-owned perfumery that will carry Fragrance Du Bois' signature sampling trunk and cloche table. In Spain, Fragrance Du Bois will be on display at Niche Perfumes, a boutique carrying exclusive and innovative scents.



*Fragrance Du Bois will be sold at Profumo in Milan*

For consumers in the Middle East, Fragrance Du Bois will expand to Doha, Qatar. The perfumer's selection of Doha is related to the city's association with oud products for thousands of years.

Also, Fragrance Du Bois will continue its relationship with Paris' House of Jovoy as it prepares to open its own flagship boutique in the Middle East.

Continuing east, Fragrance Du Bois will also open a Hong Kong boutique at Parfumerie Trsor. Hong Kong was selected due to the city's moniker as the "Fragrant Harbor" and its involvement in the trade of agarwood, the wood in which oud oil is derived.

In the coming months Fragrance Du Bois has plans to expand its outlet presence in markets such as Zurich, Riyadh, Jeddah, Muscat, Oman, Dubai, United Arab Emirates, Los Angeles and New York. A London boutique is also a possibility in the future.



*Fragrance Du Bois will be sold at Parfumerie Trsor in Hong Kong*

"As a company, we have always been forward thinking, and aware of the role we play in looking after the environment as well as in protecting endangered species," said Nicola Parker, brand director of Fragrance Du Bois.

"All the oud we produce is from our own, managed, sustainable plantations, and this also means that we have absolute quality control," she said. "The demand for our boutiques and our pure oud concept is overwhelming, and our expansion plans reflect this.

"At this juncture, we are only limited by logistics and our creative team's ability to design and fit new outlets while remaining true to our standards and ethos."

Fragrance Du Bois has used its network of boutiques as an educational center as well.

Earlier this year, Fragrance Du Bois shared its knowledge of oud, the world's most expensive and coveted essential oil, with students from Raffles College in Malaysia.

Fragrance Du Bois specializes in oud perfumes and produces the essential oil in its own sustainably managed plantations to ensure that it is ethically and responsibly sourced, making the brand an expert on the subject. The 45 Raffles College students were invited to the brand's Starhill Gallery boutique in Kuala Lumpur in February to learn about the art of perfumery ([see story](#)).