

FRAGRANCE AND PERSONAL CARE

## Fragrance Du Bois extends European presence with Milan boutique

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*Fragrance Du Bois at Profumo*

By STAFF REPORTS

France's Fragrance Du Bois is adding to its international expansion in 2016 with the opening of its first store in Italy.

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The perfumer has launched a boutique within Milan's Profumo on Via Brera, which also carries fragrances from high-end niche houses Frederic Malle and Le Labo, among others. For the relatively new brand, this marks another opening in a key luxury market.

### Stop and smell the Oud

Founded in 1984, Profumo is positioned as not just a store, but a place where consumers can go to meet the noses behind the scents and discover the fragrance that is right for them.

Fragrance Du Bois' boutique within Profumo will give visitors the chance to smell Oud wood pieces, the ingredient from which its main note is derived. This experience will be displayed within golden cloches.



*Consumer smelling Fragrance Du Bois' Oud*

Looking to not hinder the creativity of its perfumers, Fragrance Du Bois has given them carte blanche in terms of

price point.

One perfume collection that will be featured is Fragrance Du Bois' Nature's Treasures, which draws from the Arabian Gulf tradition of layering scents, allowing the wearer to combine natural oils to create a new fragrance.

"Opening our boutique at Profumo on the Via Brera is a singular honor for us as a relatively young company," said Nicola Parker, Fragrance Du Bois' brand director. "The establishment is synonymous with quality, exclusivity and luxury, and these are values and characteristics that are close to all our hearts at Fragrance Du Bois.

"Since its opening in 1984, the boutique has garnered an unparalleled reputation for showcasing only the finest, most classic expressions in the world of fine fragrance," she said. "We're delighted to be able to bring our creations and our unique marketing philosophy to other parts of Europe, following on from the success we have already enjoyed at the House of Jovoy in Paris."



*Profumo in Milan*

The global perfume market is estimated to reach a value of \$39.67 billion by the end of this year, according to a new report by Future Market Insights.

Niche and high-end perfumers who fall into the natural segment are expected to see a year-over-year growth of 5.5 percent to 6.5 percent between 2016 and 2026. This is linked to consumers' concerns over harmful chemicals, and has resulted in some perfumers swapping out their synthetic ingredients for those that are naturally derived ([see story](#)).

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