

FRAGRANCE AND PERSONAL CARE

Guerlain plans international rollout of Guerlain Parfumeur concept

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Guerlain Parfumeur depuis 1828 at 52 Avenue Louise in Brussels

By STAFF REPORTS

French beauty brand Guerlain is bringing its dedicated perfume storefront found on Paris' rue Saint-Honoré to a high street in Brussels.

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Wholly dedicated to perfume, the Saint-Honoré storefront was opened in 2016 and allows consumers to explore Guerlain's history in the category as well as learn about its wide offerings through hands-on and digital touchpoints. Guerlain's success at the debut location prompted the perfumer to consider expanding the concept's footprint to additional destinations ([see story](#)).

Perfuming in Brussels

Guerlain's second perfumery concept store, under the signature "Guerlain Parfumeur depuis 1828," will open at 52 Avenue Louise in Brussels.

The Brussels location will share Guerlain's heritage and perfume savoir-faire.

Personalization will be a key element of the in-store experience with a number of unprecedented, tailor-made products and services available to consumers.

Guerlain Parfumeur in Brussels will carry 110 of Guerlain's fragrances for total immersion into the the brand's "bold creativity." Fragrances will be organized in four main olfactory families and are kept in a temperature-controlled "perfume cellar" with UV-blocking glass to protect the juice as if it were wine.

With so many perfumes to pick from, consumers can leverage in-store digital touchpoints to identify a personal fragrance profile to uncover their signature Guerlain scent.



Fragrances on display at the Brussels location of Guerlain Parfumeur depuis 1828

Once a perfume is selected, the bottle can be personalized at the central bespoke atelier. To make the Guerlain fragrance their very own, consumers can choose a bottle shape, color, engrave a message in any language and pick from a selection of ribbons and bows.

If a consumer owns or purchases Guerlain's iconic honeycomb bee bottle, the vessel can be refilled at the store's fragrance fountains. Guerlain's refillment offer does not expire, creating a service that is both luxury and sustainable.

The Guerlain Parfumeur depuis 1828 concept will be expanded to more international cities in due course.

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