

FRAGRANCE AND PERSONAL CARE

Penhaligon's crafts social documentaries to tell brand history

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Postcard shared to social media for Penhaligon's Scented Sightseeing effort. Image credit: Penhaligon's

By JEN KING

London-based perfumer Penhaligon's is taking its social community on a fragrant adventure to illustrate its British heritage.

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Through the "Scented Sightseeing" campaign, shared across its social channels, Penhaligon's has made a number of stops at British landmarks and has introduced historical figures that have influenced the creation of its perfumes. Established in 1870, Penhaligon's has a deep brand history at its disposal that can be leveraged to boost awareness and educate consumers.

"Leveraging technology is the fastest and most targeted methodology for a luxury brand to reach affluent prospects," said Chris Ramey, president of [Affluent Insights](#), Miami.

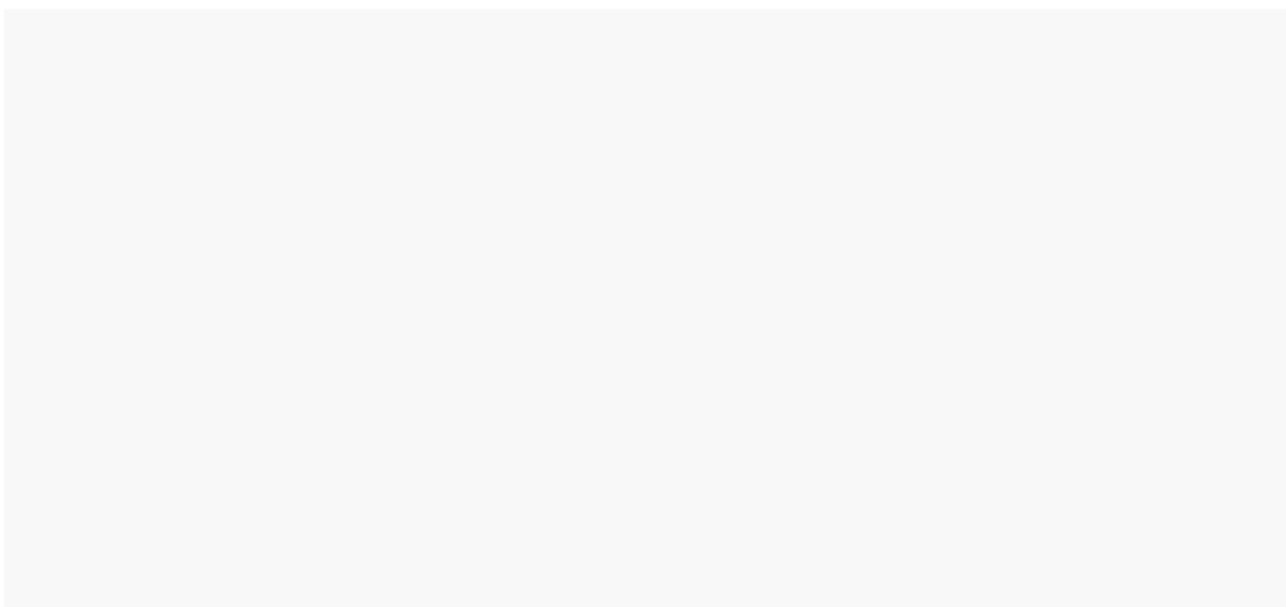
"Affluent consumers don't consume what manufacturers make," he said. "Customers buy brands that resonate with their values."

Mr. Ramey is not affiliated with Penhaligon's, but agreed to comment as an industry expert. [Penhaligon's](#) was reached for comment.

Journeys with Penhaligon's

Penhaligon's begins with an introduction of its Cornish barber and founder, William Penhaligon.

In a short video clip, the perfumer tells of how Mr. Penhaligon traveled from his hometown of Philby, Cornwall to open a barber shop alongside London's finest tailors.



Here we are at the very beginning of our Fragrant Adventure This is the story of a Cornish Barber* Born in Philby, Cornwall in 1837 Wildly creative and ambitious. Renowned for his wit and intellect. Who travelled to London and opened up shop next to London's finest tailors. At a time when one's toilette was of primordial concern and to be a gentleman was an affair of great application. Victoria was Queen, antiseptic was making its first appearance - and ankles were considered titillating stuff. It is 1870. *His name was William Penhaligon. #fragrantadventure

A post shared by Penhaligon's (@penhaligons_london) on Jul 12, 2017 at 3:42am PDT

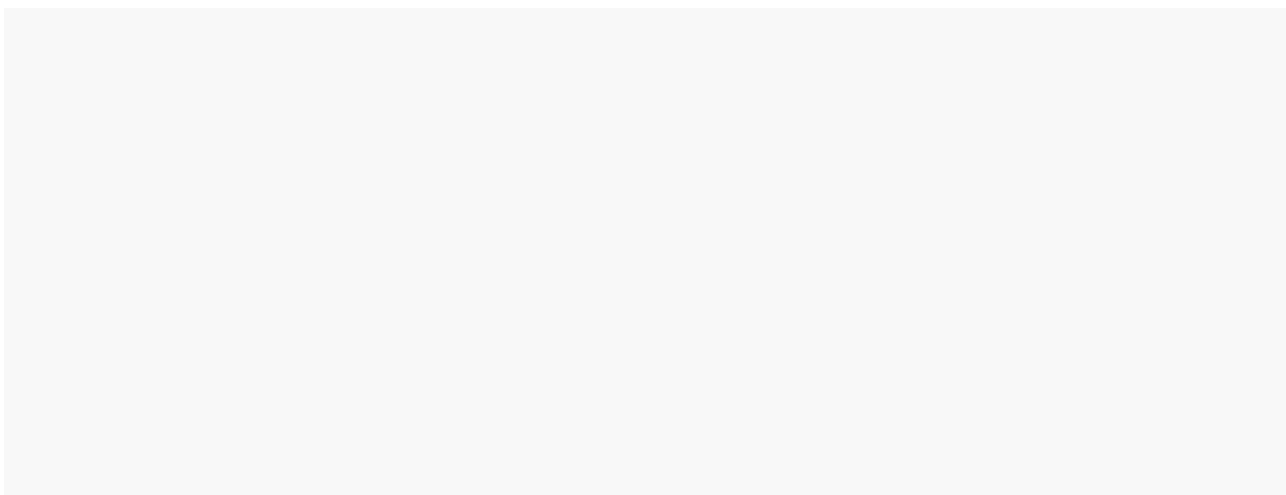
Once Mr. Penhaligon is introduced to followers, Penhaligon's dives into a history tour starting with the creation of the brand's first fragrance, Hammam Bouquet.

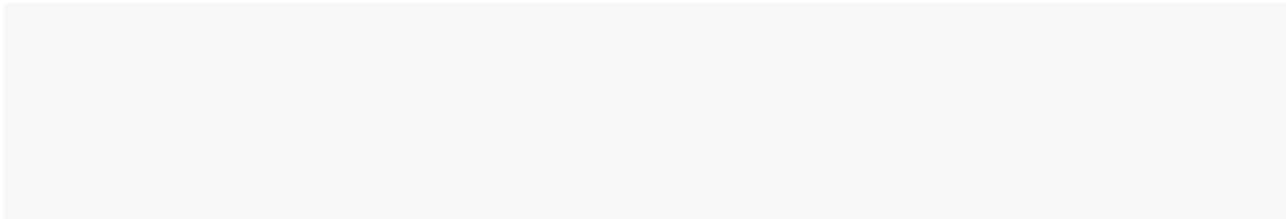
The fragrance was created after Mr. Penhaligon became infatuated with the scent of the vapors coming under the door from The London and Provincial Turkish Bath Co., located below his Jermyn Street shop.

Penhaligon's next stop on its tour fast forwards to the early 20th century and is set at Blenheim Palace in Oxfordshire.

In 1902, Penhaligon's created the Blenheim Bouquet fragrance. The content created for the Scented Sightseeing campaign includes a video that juxtaposes the scent's background with images of Blenheim Palace and its qualities.

Given the cultural significance of Blenheim Palace, Penhaligon's shared a gallery of images of the estate home to its Facebook page and included an overview of the people to live there, including the 9th Duke of Marlborough for whom the bespoke scent was first created.





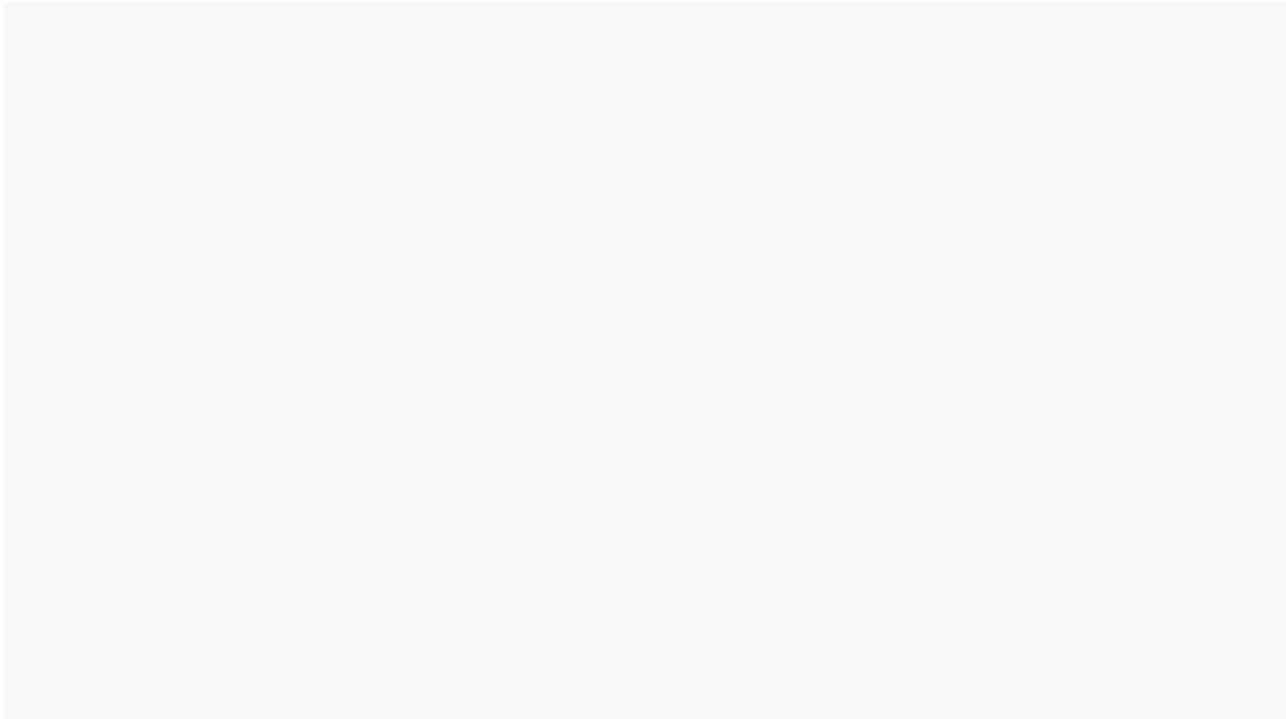
It is 1902. The setting is Blenheim Palace. Imposing, immutable, indeed a national treasure, we are at the home of the Duke of Marlborough. He for whom this bespoke scent was first made. Blenheim Bouquet, a masterpiece of tailoring (Churchill was a fan.) It is as versatile as a bow-tie. An invigorating daytime cocktail of citrus oils, spices and woods. From a simple Cornish barber (Mr. Penhaligon) to contemporary urban beards: Blenheim Bouquet has always transcended the infidelities of Time. #fragrantadventure #blenheimbouquet #blenheimpalace #scentedsightseeing

A post shared by Penhaligon's (@penhaligons_london) on Jul 25, 2017 at 6:05am PDT

Penhaligon's look back at its history continues with Mr. Penhaligon being named the barber and perfumer to the royal court in 1903. The brand was also granted a royal warrant by Queen Alexandra.

The brand today holds a royal warrant from HRH The Prince of Wales and a second from the HRH The Duke of Edinburgh. Penhaligon's received its two royal warrants in 1998 and 1956, respectively.

Inspired by the great outdoors, Penhaligon's next visit takes consumers to the bluebell-covered woods seen across the United Kingdom and Ireland. The bluebell flower-inspired scent was created in 1978 and is a favorite of fashion, politicians and royal figures.



Bluebell. Created in 1978, this is the pure and unadulterated distillation of the scent of bluebell woods. The telltale earthy sweetness of hyacinths rises through the soft citrus head notes and mingles with rose, lily and jasmine at the heart. As it settles the flowers give way to spicy clove and cinnamon and the unique textural base note of bittersweet galbanum. #fragrantadventure #scentedsightseeing #penhaligons

A post shared by Penhaligon's (@penhaligons_london) on Aug 1, 2017 at 8:49am PDT

Additional stops on Penhaligon's Scented Sightseeing tour will include Savile Row, Mayfair, Covent Garden, the London docklands, The Strand and a country mansion. Each stop corresponds to a fragrance in the Penhaligon's collection.

Historical narratives

Campaigns that tell various aspects of a brand's heritage are common in luxury.

For example, Chanel has developed the 20 chapter-strong Inside Chanel video series that tells the brand's narrative.

The series covers a number of topics, such as brand founder Gabrielle "Coco" Chanel's personality traits, symbols of the brand, categories such as its fragrances and tweed jacket and the atelier under the creative direction of Karl Lagerfeld, to name a few ([see story](#)).

Also, French couture house Christian Dior is among the many fashion labels bringing its history to light with online video.

Dior Stories is an online video series that taps into the history of the fashion house to help solidify an emotional connection to consumers. The first video detailed the story of how its founding designer Christian Dior transformed fashion after World War II, in a time when women were looking to reclaim their femininity ([see story](#)).

"Brand heritage is a pillar of luxury," Affluent Insights' Mr. Ramey said. "Consumers open their purses only after you've touched their heart and senses.

"You don't sell to the wealthy; they choose to buy from you," he said.