

FRAGRANCE AND PERSONAL CARE

Valmont encourages self-care with lavish gift set

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Valmont's advent calendar includes 12 travel-sized gifts. Image courtesy of Valmont

By LUXURY DAILY NEWS SERVICE

Swiss beauty brand **Valmont** is spotlighting its skincare offerings through a festive advent calendar.

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Advent calendars are a popular way for luxury labels to surprise shoppers with lavish gifts during the holidays. Valmont's limited-edition gift set is especially timely, as affluents have found comfort in high-end skincare and personal care products during quarantines.

Gilded gifts

Retailing at \$465, Valmont's advent calendar includes 12 travel-sized gifts.

Among the selections are Valmont's DetO2x cream, moisturizing eye gel, facial oil and eau de parfum. The gifts are hidden inside a large gift box in Valmont's signature white and gold packaging.



The advent calendar is now available for purchase. Image courtesy of Valmont

Skincare has become the new self care as COVID-19 has taken a physical toll on people increased levels of stress, lack of Vitamin D and mask-induced acne, to name a few.

According to a study from Spark Ideas, female luxury consumers have created at-home spas, experimented with new beauty brands and treatments and have even invited aestheticians to their homes. Women seem to be pulling back on cosmetic maintenance and emphasizing natural care ([see story](#)).

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