

FRAGRANCE AND PERSONAL CARE

Tom Ford brings tech-forward fragrance booth to Galeries Lafayette

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The nearly 20-foot-tall brand installation graces the halls of French department store chain Galeries Lafayette. Image courtesy of Outform

By LUXURY DAILY NEWS SERVICE

Estée Lauder Cos.'s **Tom Ford Beauty** is making a splash with the launch of a unisex fragrance.

In Paris, a nearly 20-foot-tall brand installation graces the halls of French department store chain Galeries Lafayette. The large-scale activation pitches the latest Tom Ford Private Blend addition to passersby while, at ground level, an immersive experience provides shoppers with hands-on looks at the product.

Pop-ups and promos

Tom Ford Beauty's "Myrrhe Mystre" fragrance is the focus of an eye-catching retail touchpoint.

Constructed by advertising agency Outform, the structure is stationed within the central podium of Galeries Lafayette's Haussmann location. Beneath the column, an interactive room awaits consumers.



Inside the enclosed space, the visual storytelling effort melds digital and physical elements. Image courtesy of Outform

Inside an enclosed space, the visual storytelling effort melds digital and physical elements. Embedded throughout, fixtures such as on-counter screens display video assets that aim to capture the essence of the fragrance.

The phygital set-up plays on the ancient heritage of the amber and myrrh formulation, priced between \$250 to \$1,300 and available in three different volumes.

Recent findings from Bain & Company showcase an increasing demand from consumers for digital integrations ([see story](#)), underlining the timely arrival of the Tom Ford Beauty booth.



Tom Ford Beauty's new fragrance is the focus of an eye-catching retail installation at Galeries Lafayette. Image courtesy of Outform

The partnership is also reflective of strong retail ties, likely bolstered by its new owner.

Last November, Estée Lauder Cos. acquired the Tom Ford brand, paying \$2.8 billion for an ecosystem consisting of fashion and accessories, besides beauty and fragrance, the U.S. makeup multinational initiating the largest luxury deal of 2022 ([see story](#)).

Per the agreement, the parent company maintains control of Tom Ford Beauty while continuing to license the Tom Ford name to Milan-based Ermenegildo Zegna Group for men's and women's fashion, accessories and underwear, granting Italy's Marcolin permissions on the eyewear front.