

The Perfume Shop launches refill station in collaboration with L'Oréal

What is it?

The Perfume Shop has partnered with L'Oréal on an "industry leading" perfume refill station in its Victoria Centre store in Nottingham. Customers can choose from eight refill fragrances from a range of L'Oréal brands. The Perfume Shop already offers a range of refills via its website.

Why does it matter?

As consumers seek to make more sustainable purchases, retailers are partnering with like-minded businesses to seek innovative solutions.

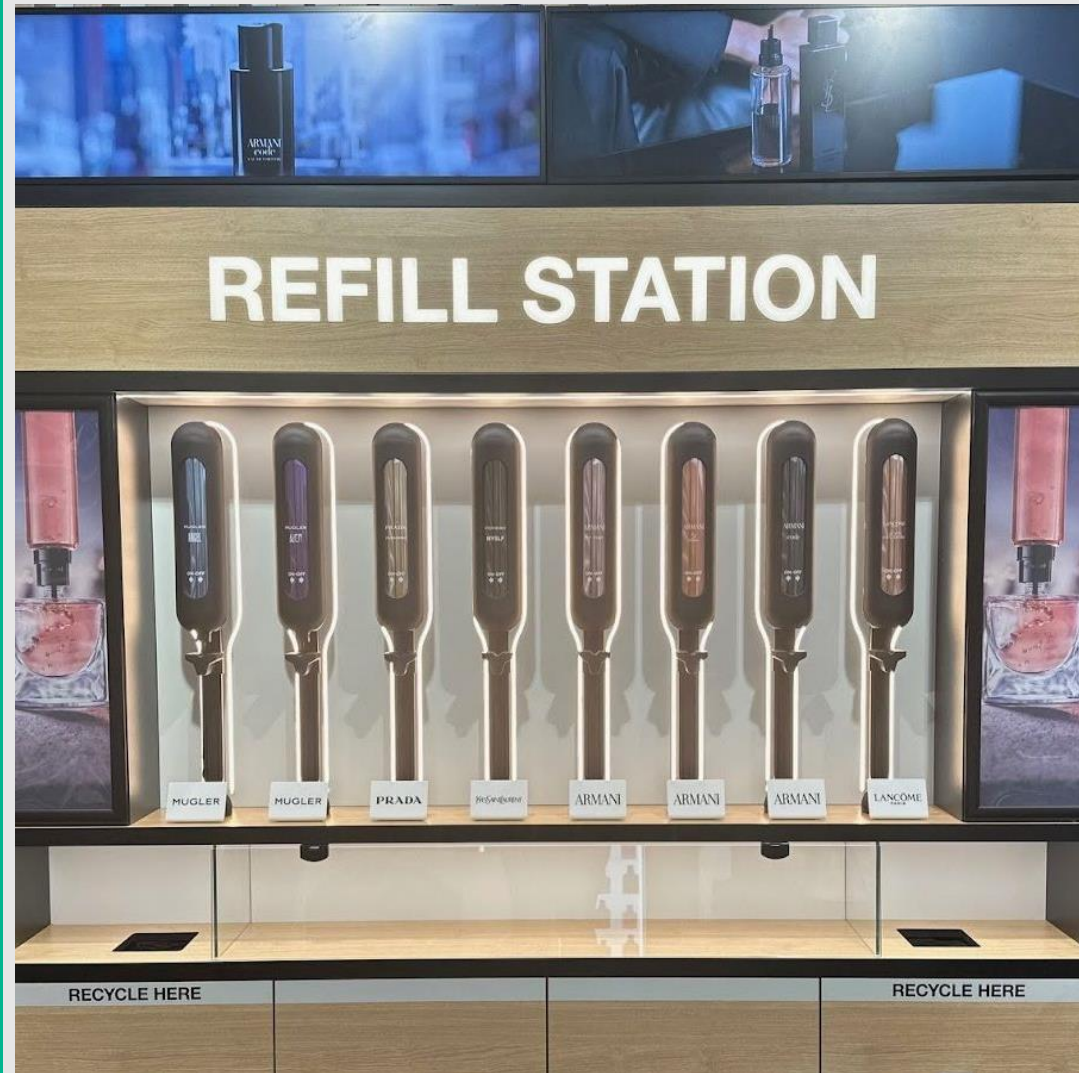
Strategic implications:

Retailers must accelerate their efforts to offer customers sustainable choices as part of their product assortments.

Winning strategies:

Cross-industry collaboration to speed change

Mindful spending



'Sustainability is so important to us as a business and we know that fragrance is leading innovation in the market for refillable prestige beauty products, so this couldn't come at a better time for our loyal customers. We can't wait to see where this partnership with L'Oréal goes in the future'

Gill Smith, managing director, The Perfume Shop

