

Forget Me Not: Victorinox unveils feminine fragrance



A vivid blend of notes make up Victorinox's new feminine fragrance

Swiss lifestyle brand Victorinox has revealed a new feminine fragrance called 'Forget Me Not,' the latest addition to its revamped Signature Collection.

As reported, Victorinox [relaunched its entire fragrance range](#) at the end of 2020 in a bid to enhance product sustainability, brand identity and presentation. Forget Me Not and other fragrances are currently available for order globally through Victorinox's Travel Retail team.

The company's refreshed fragrance offer made its global travel retail debut at the [Engagement Lounge](#) of last year's Moodie Davitt Virtual Travel Retail Expo, where Victorinox was a Gold Partner.

The new Forget Me Not Eau de Toilette is a fresh floral scent made with high-quality natural origin, vegan ingredients and produced entirely in Switzerland.

It opens with sparkling bergamot and pink pepper top notes, followed by delicate Forget Me Not accord and hibiscus seed heart notes. It closes with woody notes of cedarwood and angelica seeds as its base.



Delicate, bold and with boundless confidence: According to the brand, Forget Me Not was inspired by the ‘diverse aspects of femininity’

The Forget Me Not fragrance bottle features a sleek and minimalist design. Its rounded glass silhouette and matching silver bottle cap accentuate the soft lilac hue of the Eau de Toilette. It is packaged in a matching lilac carton, decorated with a line-drawing of a woman embedded in Forget Me Not flowers.

The bottom and interior of the carton also features the company’s signature burgundy red hue, similar to all other fragrances in the Victorinox Signature Collection.



Forget Me Not is made with vegan, natural-origin ingredients and produced entirely in Switzerland. It comes in a sleek glass bottle and lilac carton with burgundy interior and bottom accents.

Commenting on the overhaul of the fragrance line, Victorinox Global Senior Sales Manager – Fragrances Gloria Dix said: “This year marks an incredible milestone in the next chapter of #Victorinoxfragrances with the first of our relaunched products already out on shelves.

“To overhaul our fragrances, set up a new team, create a fantastic marketing story and be fully operationally amidst a global crisis is testament to the unstoppable Victorinox team who have worked tirelessly behind the scenes,” she added.



Victorinox overhauled its entire fragrance offering in 2020 to offer enhanced sustainability and a stronger brand identity and product presentation