



Penhaligon's Win at Her World Beauty Awards 2012



We are delighted to announce that the first Penhaligon's boutique in Asia has won *Best Retail Concept* in the 2012 *Her World Beauty Awards*. Into its 11th year, the *Her World Beauty Awards* recognise companies that are instrumental in influencing beauty and lifestyle trends through continually striving to deliver products of distinction to customers. The expert judging panel was formed by the Her World editorial team and industry experts.

The Her World Beauty Awards were held on February 28 at ION Art Gallery. There was a real dose of celebrity star power, as Junita Simon hosted the event and Bobby Tonelli, Timothy Nga, Chua Enlai and George Young co-presented the awards to the winners. This annual event awarded brands which raised the standards of the beauty industry with their innovations in 2012.



With an incredible legacy of creative and innovative perfumery, Penhaligon's challenges the traditions of the art and seeks new ways to interpret elegance. True to this eccentric past, the Penhaligon's Singapore boutique, which opened in August 2011, is a riot of textures, colour and finishes. Designed by Christopher Jenner, London, the boutique embodies the brand's heritage appeal with contemporary touches to reflect its modern approach to perfumery.

"Penhaligon's is an endlessly inspiring brand, with a rich history of exciting design. The scheme is essentially an innovative re-styling of classical Victorian and Edwardian architectural and design properties. Traditional British craftsmanship techniques have been employed throughout, allowing customers to submerge themselves in the youthful and eccentric world of Penhaligon's." Christopher Jenner



Editors Notes

About Penhaligon's Ltd

Penhaligon's is a fine English fragrance house, founded in 1870 by William Penhaligon. Our passion is to continue his incredible legacy of creative and innovative perfumery, challenging the traditions of the art and seeking new ways to interpret elegance. Our scents are still made in England using the finest rare ingredients. Penhaligon's holds two long-standing Royal Warrants; from HRH The Duke of Edinburgh (granted 1956) and from HRH The Prince of Wales (granted 1988).