

50  
years

MOLTON BROWN

LONDON

British Makers Of Fragrance  
*Created With Care*

**W**e're incredibly excited to be celebrating 50 years of Molton Brown. Our story began in 1971 with the pioneering duo, Caroline Burstein and Michael Collis, as a hair salon on South Molton Street, Mayfair, London. During this freethinking decade, these beauty innovators were ahead of their time, creating natural products in an environment filled with the scent of freshly-cut herbs and flowers. Today, their progressive thinking remains close to our hearts – you'll find this in our passion for quality, 'individual-first' ethos and ongoing journey of sustainability.



Our founders, Caroline Burstein & Michael Collis



1971 Original Bottle

Indeed, our founders expressed a conscious care for the world around them, as early champions of positive luxury. Sourcing only the finest botanical ingredients, they hand-mixed their collections in the basement of their salon, and never tested on animals – a groundbreaking concept at the time. We've stayed loyal to their legacy, now 50 years Made in England and cruelty free. We're currently a vegetarian brand and will be a 100% vegan\* manufacturer by 2022; 97% of our products are already vegan\*. What's more, all our products are free from parabens and phthalates.

Over the years, we've been inspired by London's diverse and open-minded attitude, placing individuals at the core of our thinking. This is brought

to life in the way we work with our eclectic set of perfumers; from Master Perfumer Jacques Chabert – who has created our most iconic fragrances such as Re-charge Black Pepper – and his daughter Senior Perfumer Carla Chabert to New Gen rising stars like Jérôme Di Marino. We join forces to create distinctive fragrances that feel right for *you*. More than anything, it's a tradition we've grown, tended and handed down – and that's what we'll keep doing time after time.

This year we're revisiting our roots by spotlighting our iconic fragrances, such as Orange & Bergamot, with more re-discoveries to come.

\*No ingredients of animal origin.

*"I would love to see, and can foresee, Molton Brown being here in another 50 years and beyond. And to be honest, it's what we wanted. You're making me very proud of it."*

**Caroline Burstein, Co-founder**

*"Our pride in high-quality standards and love for the environment are woven into our past, present and future, and we're honoured to share this with generations of Molton Brown fans to come."*

**Mark Johnson, CEO**

#### WHO WE ARE

Born on South Molton Street, London in 1971, Molton Brown is an icon of uniquely British style. Our Eau de Parfum and Toilette, and Bath, Body, Hair and Home collections have been Made in England since day one – and we're committed to this for our future. Sourcing only the best ingredients in exceptional fragrance concentrations, our quality has awarded us with a Royal Warrant from Her Majesty Queen Elizabeth II. As part of our ever-evolving sustainable journey, we never have and never will test on animals, we run our own manufacturing facility in Elsenham and we champion beauty that's kinder to the environment. Inspired by our progressive home, London, we work side-by-side with our eclectic set of perfumers to empower you with long-lasting, distinctive fragrances you'll love.

For more information and images, please contact the Molton Brown press office team at Science Magic.Inc  
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