

2 May 2024

Step inside Belgium's largest perfumery: INNO!

Following a radical refresh, INNO today unveils the fabulous new fragrance & beauty departments of its department stores on rue Neuve and Avenue Louise. Since its chic rebrand, INNO oozes high-end appeal. But now the fragrance & beauty corner, which has long been its flagship department, has taken on a whole new level of glamour and sophistication. INNO also shines the spotlight on all clients, with dedicated areas from some of the world's leading beauty brands.

"We are proud to announce the opening of the largest perfumery in Belgium. With this opening, we are consistently pursuing the strategic reorientation of INNO.

In perfumery, INNO is positioning itself in the luxury segment. Handbags, watches and jewelry are the other strategic departments driving the new positioning. In the clothing sector, premium fashion is the order of the day and mainstream is always present where the customer expects it.

Thanks to INNO's strategic repositioning the last few years, it has become healthy and thriving again. For two years in a row (2022-2023) we have achieved excellent results, with a positive EBITDA exceeding 10 million euros."

Armin Devender, INNO CEO



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With the complete makeover of its fragrance and beauty department, INNO has stepped up its game, aligning its offer with that of the majestic department stores in other leading European shopping destinations. INNO now takes glamour and splendour to the next level in a novel approach for Belgium. The elegant perfumery department adds a finishing flourish to the remodelling of INNO's Brussels shops, which was completed last year.

INNO rue Neuve and Louise: Europe's newest beauty & fragrance playground

A visit to INNO rue Neuve now means stepping inside Belgium's largest perfumery, where more than 100 beauty brands - 90+ at INNO Louise - vie for customers' attention in INNO's new sensory beauty & fragrance room. Dior and Jean Paul Gaultier are just two of the fine fragrance houses with prominent shop-in-shop boutiques at INNO that you won't find anywhere else in Europe. Tom Ford's beauty corner is the largest in Europe, and so is Granado's – another in-store exclusive. Guerlain's largest boutique space in the Low Countries, meanwhile, can be found at INNO on rue Neuve.

Forget Paris, Brussels has become your go-to destination to snap up new fragrances and discover innovative beauty products, with brands going all out to pamper INNO shoppers. Exclusives for Belgium include Pacollection by Paco Rabanne at INNO rue Neuve. This perfume range focuses on sustainability, with 100% vegan ingredients and ecological packaging.



The Yves Saint Laurent shop-in-shop boutique at INNO rue Neuve is the largest in the country and the only place in Belgium where your Yves Saint Laurent beauty products can be engraved with a trendy pattern or a "thank you". The stand-out feature in the Armani space, meanwhile, is a 'conveyor belt', on which a selection of the brand's finest products winds its way through the shiny red-and-black boutique. There is only one Armani corner in all of Belgium with this creative concept and it's at INNO rue Neuve.

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But there's more!

At 1,500 m², INNO rue Neuve's perfumery department is the largest in the country and the most complete and sophisticated. Moreover, shoppers can also treat themselves to an indulgent pampering in the first-floor beauty bar, right next to the department store's impressive lingerie department. The intimate ambience with hushed tones and soft textures is the place to go for expert manicures, pedicures and hair removal treatments.

At INNO Louise, gentlemen get preferential treatment in the barbershop, which, like the 720-m² perfumery, is located on the ground floor.

An exuberant 2-week spring festival

To celebrate the opening of its revamped perfumeries, INNO is decking out its rue Neuve and Louise department stores in a lavish spring atmosphere from 2 until 18 May. From the shop windows to the lifts and escalators, everywhere you look, you will be surrounded by flowers so colourful you can almost smell them. All other communication points in the stores will also be embellished by beauty and perfumery brands.

"Visitors will immediately notice the irresistible atmosphere we have created in our remodelled perfume and fragrance departments with our partner brands. This fruitful collaboration with leading global brands such as Dior, Chanel, Guerlain, Tom Ford, Jean Paul Gaultier, Yves Saint Laurent and many others takes INNO's perfumery departments to an unprecedented level of quality and luxury."

Elly Zwinnen, Merchandise - Marketing Director INNO



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Customers are invited to join in the fun: the first visitors to the new perfumeries get to take home a fabulous, well-stocked goodie bag full of premium beauty products and perfumes. The bag itself is a collector's item with a stunning print of spring florals. All customers can also give the in-store Wheel of Fortune a whirl for a chance to win all kinds of fab colourful prizes, including fragrances, creams, watches, scarves, jewellery and more.

Every brand corner also has something unique in store for customers, such as exclusive products, free workshops, personalised skin advice and VIP shopping, the opportunity to have products personalised or engraved (a lovely gift for Mother's Day!) and competitions with a chance to win even more goodies.





About INNO

INNO is the only department store in Belgium that carries a wide range of premium and mainstream brands. The chain has been pivotal in shaping the retail landscape of all major Belgian cities and has been an ally of Belgians in their daily lives for generations. INNO is one of Belgium's leading brands, with a loyal customer base that continues to grow. After the launch of inno.be in the spring of 2021, the chain also carved out a leading role for itself in the Belgian online retail market. INNO offers Belgian shoppers an omnichannel shopping experience, bridging the gap between online and offline shopping convenience with click-and-mortar stores.

www.inno.be

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