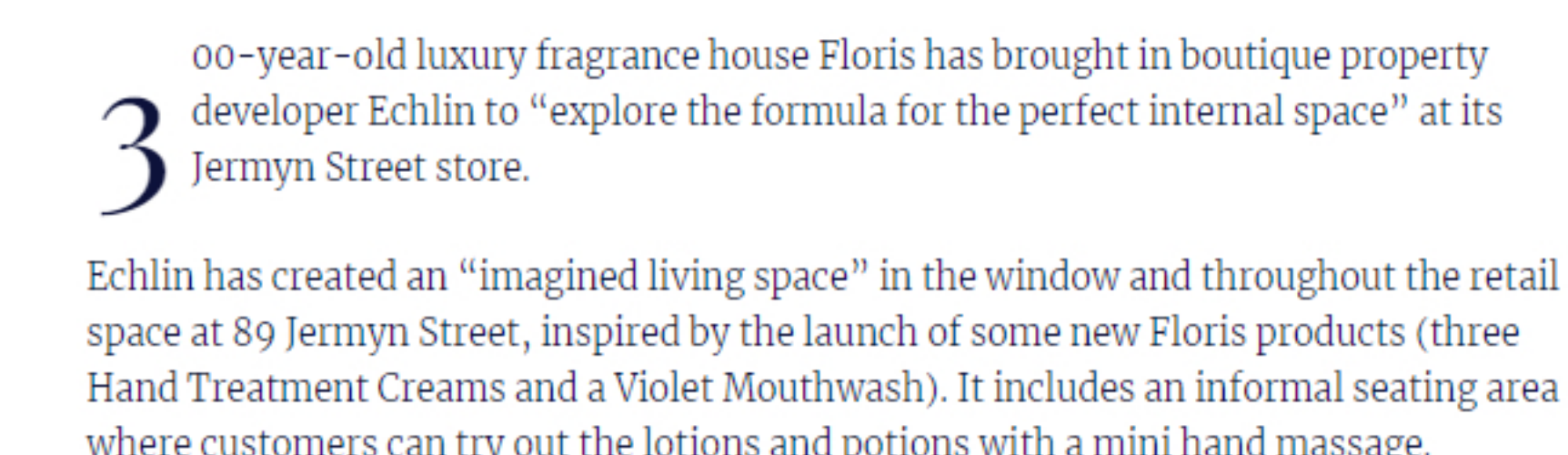


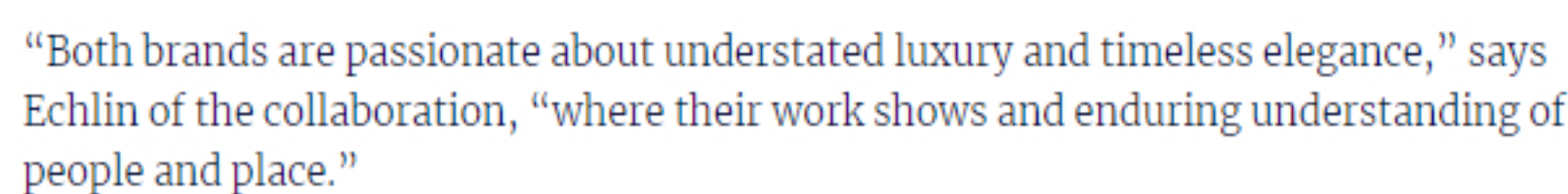
□ News · 9th Apr 2019

Boutique property developer Echlin has teamed up with high-end perfumer Floris to sniff out 'the formula for the perfect home interior'



It's the first time that Floris – England's oldest perfumer – has involved itself in such a brand partnership. Both companies are members of British luxury sector lobbying outfit the Walpole Group.

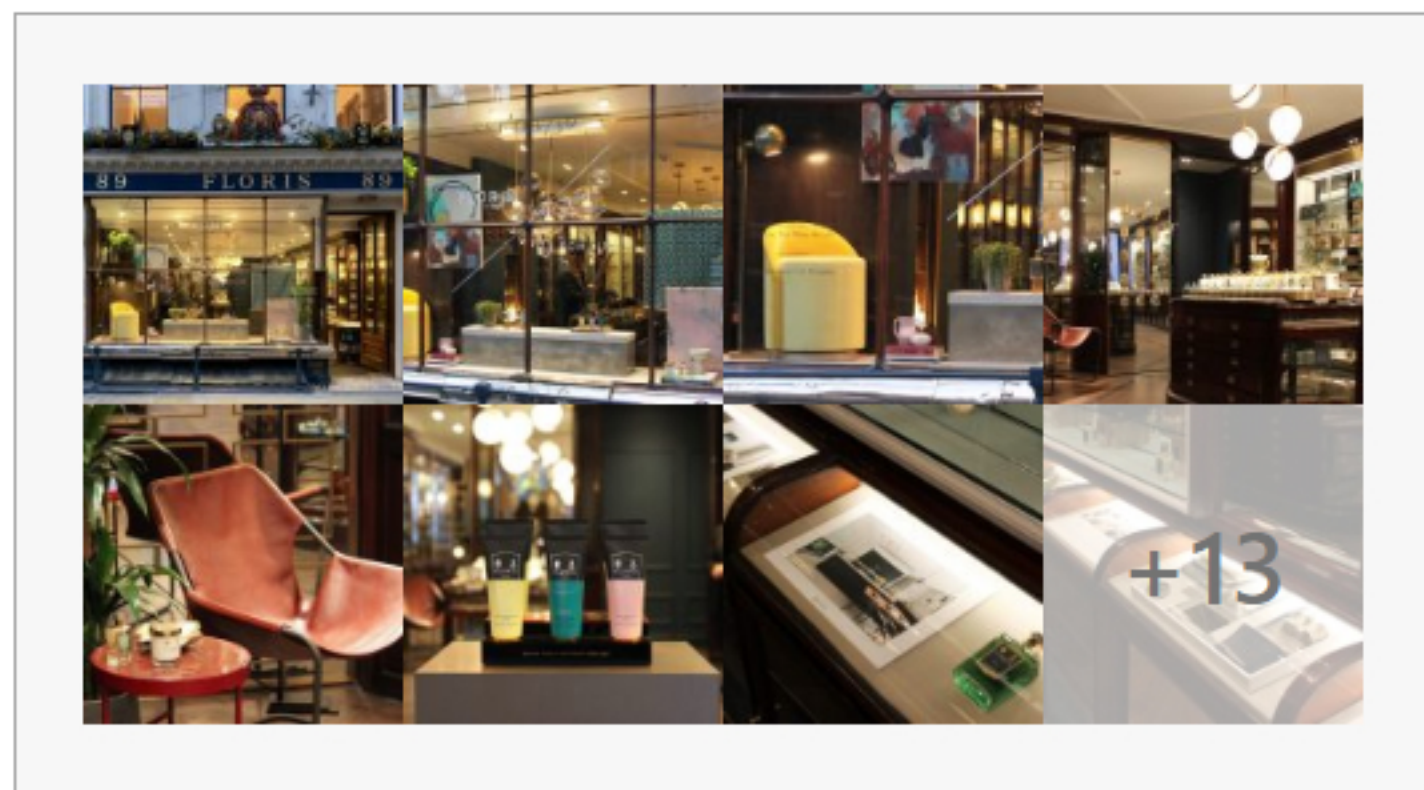
There's a life-sized moodboard "demonstrating an essential part of the interior design process," giving a behind-the-curtains peek into the Echlin design team's workings. Plush images of Floris products installed in other Echlin residential projects are also on display.



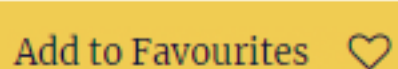
Alex Oprey, Head of Marketing at Floris: “Partnering with a fresh design studio like Echlin, that shares our understated luxury ethos and focus on British craftsmanship, has really given us an opportunity to step into the lifestyle of our customer and imagine the perfect interior space to complement our scents. The collaboration has really added an extra dimension and experience to coming to our historic store.”

Mark O'Callaghan, Echlin Co-Founder: "Collaborating with a brand with a heritage such as Floris is a total privilege. We are used to working with and restoring historic and listed properties, but the story of 89 Jermyn Street blows us away and every time we are there we learn something new. From the cabinets dating back to the Great Exhibition of 1851, to the volume of historical figures that have passed through its doors, we've really enjoyed designing a contemporary interior scheme that complements this rich and fascinating heritage."

### In Pictures: Echlin's installation at Floris, 89 Jermyn Street



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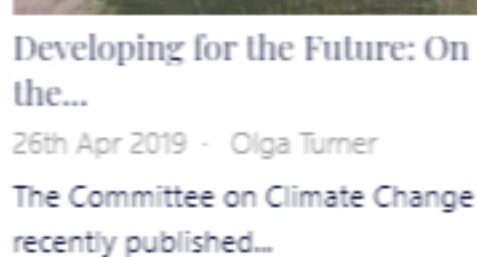
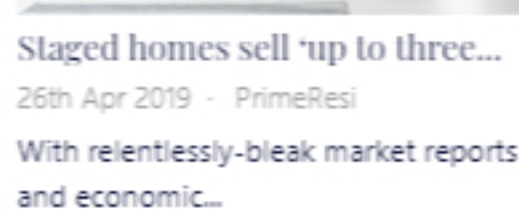


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