

BRACKE COSMETICS & GREY FLANNEL

BRACKE COSMETICS WORKING WITH GREY FLANNEL TO INTRODUCE
ITS EXCITING FRAGRANCE RANGE TO THE UK.



Bracke Cosmetics are delighted to be working with Grey Flannel, one of the worlds most prestigious gentleman's outfitter. Situated on one of London's most fashionable shopping streets, Grey Flannel has historically served clients of note from all over the globe.



In 2017 Bracke Cosmetics a Belgium based company, successfully launched its first fragrance, the " Glenn Classic ". Later that year, international recording artist Lee John a client of Grey Flannel, experienced, along with a number of performers, artists and media icons, "Glenn Classic "for the first time. Their positive feedback lead to Bracke Cosmetics' plan to launch in London.



Lee John then took members of the Bracke Cosmetics team to meet with the General Manager of Grey Flannel, Danny Liecier. At that meeting Danny was introduced to Bracke Cosmetics and given the opportunity to experience the “Glenn Classic” fragrance for himself.



It was evident from Danny’s reaction and feedback that this product would be ideal for his clients in the UK and overseas. After some months of discussions and planning, Bracke Cosmetics with the support of Danny Liecier, launched its first fragrance product in London at Grey Flannel.

Thanks to Danny’s interest in Bracke Cosmetics and their products, it was possible for a launch event to take place in London at Grey Flannel.



The Bracke Cosmetics team have subsequently introduced several other fragrances to Grey Flannel. All of which have received positive feedback leading to increasing sales.



In 2020 Bracke Cosmetics plan to add several new and exciting fragrances to their collection which they believe will thrill existing clients and inspire new ones. With the help of Danny Liecier, Bracke Cosmetics has been able to sample their new creations and have had extremely positive reaction and expressions of great interest.



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