

Press release TFWA -2007

Van Gils is back to its place of birth: The Netherlands!

After being managed in the UK by FF&C for 5 years the brand has returned to beauty care products manufacturer: Royal Sanders, where it was originally developed.

Van Gils perfume was first introduced in Northern Europe in the late 80's. The striking packaging and ultra masculine fragrance have had a strong influence on the growth of the brand.

Still today Van Gils is relying on, and building from, this heritage.

The original slogan "Strictly for Men" has evolved over time and made room for feminine fine fragrances. A first attempt with Tendenza for Her has recently been strengthened with the launch of Her Aura as part of the masculine and feminine fine fragrance AURA platform.

AURA has opened the door to a world where man and woman are set pray to seduction.

Van Gils is now rebuilding its strength and leveraging its heritage into 2 fields: fine fragrances 'Strictly for Him' on one side, and seductive for Him&Her on the other.

The future will bring exciting new launches; daring and characteristic. Exactly like Van Gils originally intended to be!