

Goya

Goya Brands



In his autobiography, Douglas Collins said “During 1936 I made fifteen different perfumes and began to learn something about my trade. I learned that the success of a perfume depends much more on the fragrance than on its name or the package.”

In the 1940s Goya’s brands included Gardenia, Studio, No. 5, English Rose and Heather perfumes, together with lipstick and face powder.



The brand range was subsequently expanded to include at least 45 brands, including Black Rose, Blue Moss, Frenzy, Timeless and Wild Silk. The product range grew to include perfume, toilet water, cologne, lipstick, talcum powder and face powder, and numerous bath preparations and lotions.

A men’s range was launched which included Cedar Wood, Corvette, Sandalwood and Zendiq after-shaves, soaps and talcum powder.



Douglas Collins was ahead of his time in the creative ways in which the scents were packaged and promoted. The early ranges were sold in small bottles for women to keep in their handbags. Many different novelty and box sets were produced for the festive market, a commonplace sight in the run up to Christmas today.

One of the most popular Goya perfumes was Aqua Manda. Launched in 1969 it became the company’s best-selling brand. Although the Goya factories closed in 1985 the Aqua Manda brand was re-launched in the UK in 2013.

