

The Future of Fragrances – Private Label Perfumes are in Fashion

Katy Perry has her own, so do David Beckham and Taylor Swift – an own line of perfume is becoming a hallmark of successful celebrities. According to a research on the result of advertising, the launch of an own perfume is not only a profitable financial activity but also a way to improve the celebrity's brand value. More and more businesses, agencies and even private customers discover this benefit through the creation of their **own private label perfume or cologne**.

One of the leaders in the production of individualized fragrances is the **startup brand UNIQUE**. The specialized manufacturer allows customers to develop and create unique fragrances that represent their own brand or personality. **More than 90,000 customers** created their own fragrance with UNIQUE so far, among them Fashion Week labels worldwide, celebrities and even the "Sky Office" skyscraper.



UNIQUE **co-founder and CEO** Carina Stammermann knows what it takes to create the perfect unique scent:

- **Fragrance Identity:** The scent is highly personal and defines a person or a brand. A clear line is key: For individualists intense notes like Tasmanian pepper or suede may be best. For Everyone's Darling the smell of pink grapefruit or Champaign may be the way to go.
- **Corporate Design:** Scent, glass bottle, packaging and brand image must constitute a perfect entity. E.g. for a masculine car brand with an aromatic scent, a straight-lined bottle and packaging design may be recommended. For wedding planner instead a colorful glass bottle ornamented with Swarovski crystals is preferable.
- **Marketing:** The commercialization and the branding are important success factors. Does the fragrance represent an established brand or is a newcomer brand going to be created? Is the perfume going to be sold in own branches or online? Will it be an exclusive giveaway, or will partnerships with retailers be established?

Being the **first company worldwide**, UNIQUE offers custom-made fragrances in a personalized glass bottle online for consumers starting at just \$69,90 (www.uniquefragrance.com). Businesses can create their own perfume label starting at 50 pieces (www.uniquefragrance.com/business).

About UNIQUE – The New Art of Luxury

UNIQUE (www.uniquefragrance.com) is creating luxury fragrances that are made-to-measure. The company is combining the traditional art of perfumery and technology to provide an innovative service: Creating bespoke fragrances! The progressive fragrance system and experienced perfume artists ensure premium quality and one-of-a-kind perfumes. The company has been awarded the Global Innovation Award, Service Innovation Award and Think Different Innovation Award. With over 90,000 customers and more than 130,000 custom fragrances created, UNIQUE is the leader in innovative perfumery and pioneers in an emerging market segment.

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