



## Fragrances made-to-measure: Creating personalized perfumes online

The luxury of having a personal branded perfume is traditionally available only for celebrities and VIPs. The startup company UNIQUE Fragrance now allows anyone to have a bespoke scent in a personalized bottle. The manufacturer of premium perfumes and colognes develops fragrances that are made-to-measure. With more than 95,000 customers the innovative online concept turns the dream of having an individual perfume into reality. The pricing is affordable and creation times are quick, which makes a unique fragrance also a very special gift idea. All fragrances are created in Europe and shipped to the US and worldwide in just a few days.



There are more than 150 billion possible combinations to create a custom fragrance with UNIQUE Fragrance ([www.uniquefragrance.com](http://www.uniquefragrance.com)). Key asset of the company is the progressive UNIQUE Fragrance system, which allows customers to become a perfumer themselves online. Over a period of more than 7 years, the fragrance technology has been developed by experienced perfumers and IT engineers. UNIQUE customers can not only combine their personal fragrance from a range of 50 exclusive olfactory notes, but also design their own perfume bottle and label it with their name, a message or a picture. The UNIQUE perfume artists have created more than 130,000 custom perfumes and colognes already – each one of them absolutely one-of-a-kind. The concept of creating your own fragrance online has been awarded the Global Innovation Award in the USA, as well as the Service Innovation Award and Think Different Innovation Award. Just in time for Christmas, UNIQUE Fragrance announces a strategic partnership with Nocibé, one of the leading French perfume chains.

Founded in 2008, UNIQUE is today the leading manufacturer of custom fragrances and pioneers in an emerging market segment. Customers come from all over the world, mainly from the United States, France, UK, Australia and Germany. Headquarters and perfume lab are located in Berlin, Germany. UNIQUE Fragrance co-founder Carina Stammermann explains how the company manages to sell customized fragrances online without smelling them before: “Our fragrance system is highly intuitive. Customers follow our simple process step-by-step. All of our fragrances are developed by experienced perfumers, using the best premium ingredients on the market. More, we are offering a full money-back guarantee”.

Creation and shipping time to the US are less than 14 days. A personal fragrance is available starting USD 79.90. For Christmas UNIQUE offers a wide range of special bottles, e.g. covered with real gold or crystals. All perfumes come with a full money-back-guarantee and with free perfume consultation.

### About UNIQUE – The New Art of Luxury

UNIQUE ([www.uniquefragrance.com](http://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 ThinkDifferent 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.

**Contact:** Ms. Laura Anderson [press@uniquefragrance.com](mailto:press@uniquefragrance.com) Phone: 888.763.9855  
HQ Europe, UNIQUE Fragrance, Reinhardtstr. 7, 10117 Berlin, Germany  
Website: [www.uniquefragrance.com](http://www.uniquefragrance.com) Press Room: [www.uniquefragrance.com/press](http://www.uniquefragrance.com/press)  
Company Presentation: [www.youtube.com/watch?v=IOHYH\\_390MA](http://www.youtube.com/watch?v=IOHYH_390MA)