



## STARTUP COMPANY MAKES FRAGRANCES UNIQUE CREATING YOUR OWN PERFUME OR COLOGNE ONLINE

**June 1<sup>st</sup>, 2015** – Imagine if you could become your own fragrance designer combining your favorite essences to a signature scent right into your own bottle. Now imagine doing all of this online. This is exactly what startup company UNIQUE is now introducing to the US market. With more than **130,000 unique fragrances sold** in Europe already, **global innovation awards** and **strategic partnerships with leading perfume chains** UNIQUE aims to establish a new bespoke category in personal lifestyle and luxury.



### **Becoming a perfume designer online**

The startup company UNIQUE allows customers to become perfumers themselves ([www.uniquefragrance.com](http://www.uniquefragrance.com)). Designing a unique fragrance works intuitively. First, the customer chooses a style that best suits his/her personality, e.g. elegant or sporty. Based on this, the user can combine up to six essences from a range of more than 50 essences such as Rose, Vanilla or Grapefruit. Also, the perfume bottle can be fully customized with a name, design or personal picture. More than 150 billion combinations are possible. With more than 90,000 customers in Europe, the company has sold over 130,000 personal fragrances so far. Offering a full money-back-guarantee, returns are as low as 3%.

### **Making the perfume business UNIQUE**

UNIQUE founders Carina Stammermann and Matti Niebelschutz dream of establishing a new bespoke product category in modern luxury and lifestyle. After launching in Europe and first strategic partnerships with leading perfume chains, the startup is now engaging the US market and opening an office in New York. Last year UNIQUE ran a successful \$500,000 seed crowdfunding campaign. The UNIQUE fragrance system has been awarded the Global Innovation Award, the Service Innovation Award and the Think Different Innovation Award. Custom fragrance creation and shipping times take only 7-14 days, starting at \$69.90.

### **ABOUT UNIQUE**

*UNIQUE is creating luxury products and perfumes 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. UNIQUE are the leaders in innovative perfumery and pioneers in an emerging market segment. Because true luxury is UNIQUE.*

**Contact:** **UNIQUE Fragrance**, 33 Nassau Ave, New York, NY 22111, United States  
**Mr. Matti Niebelschutz** [ceo@uniquefragrance.com](mailto:ceo@uniquefragrance.com) **Phone:** 347.763.8225  
**Website:** [www.uniquefragrance.com](http://www.uniquefragrance.com) **Press Room:** [www.pressking.com/press-room/unique-fragrance](http://www.pressking.com/press-room/unique-fragrance)