

PRESS RELEASE

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Singapore luxury brand Fragrance Du Bois
to launch Oud Noir Intense

Singapore's first luxury perfume company Fragrance Du Bois will launch Oud Noir Intense, a fragrance that celebrates the dark intrigue of the Formula One Grand Prix night race at the iconic Amber Lounge and the Podium Lounge this year.

This new scent is part of the Shades Du Bois range, which is a custom blended fragrance based on a fragrance profiling done with colours and moods. Jacinta Rowe, Director of Marketing and Communications for Fragrance Du Bois explains, "It is our darkest fragrance to date, it emanates danger and intrigue, leaving you yearning for more. It is for life in the fast lane, and it is the only accessory you need to wear after dark."

The exclusive fragrance is the combination of spiciness with a hint of floral and complex woody, musky notes. It scintillates the senses with its complexity, where the Oud in the base adds further depth and strength to the perfume.

Set up in Singapore in 2012, Fragrance Du Bois has now launched fragrance blending lounges in Singapore, Bangkok, Kuala Lumpur and Hong Kong, with upcoming lounges planned for Dubai, London, Zurich and Moscow.

"We're proud to be a Singapore brand," said Creative Director Jonnie Swarbrick. "Most luxury brands out there tend to hail from the West so we're ecstatic to pioneer the wave of luxury brands that will come from the East, merging the finest Asian ingredients with the artisan talents of the finest French perfumers."

Oud perfumery has taken the fragrance world by storm in recent years, with many international fragrance houses featuring at least one Oud fragrance in their collection. At Fragrance Du Bois, their entire fragrance collection features the rare oil referred to as 'liquid gold'.

Although Oud has been part and parcel of Middle Eastern culture for centuries, few realize that the tree that produces the oil is native to the South-East Asian and South Asian region. With high demand from the Middle East and a surging demand from the international fragrance market, the Aquilaria tree has become a target for illegal logging and as a result, is protected under the CITES convention.

At Fragrance Du Bois, emphasis is placed on its sustainable and certified source of Oud oil. For every 50ml of perfume sold, the company has pledged to plant at least two trees – one Aquilaria tree on sustainable plantations as well as one teak tree under the Thai Royal Family Plant Genetic Conservation Project.

With unique perfumes planned for the Abu Dhabi and Monaco Grand prix as well, the Singapore-based company has no intentions to slow down. "Oud has been described as the fragrance of the 21st century and Fragrance Du Bois is poised as a forerunner in the industry," said French perfumer Francois Merle-Baudoin.



Notes to Editors

About Fragrance Du Bois

Fragrance Du Bois is a niche perfumery working closely with organic Oud oil producers in Asia, bringing exciting new and bespoke fragrances to exclusive markets worldwide. Sourcing the finest raw materials ethically and creating sustainable products that give back to rural communities as value added manufacturing helps to revitalise local economies. With exclusive fragrance lounges opening in key fashion centres globally Fragrance Du Bois is also working within the industry to raise awareness on the plight of Aquilaria trees in the wild and the importance of CITES in protecting rare and endangered species.

www.fragrancedubois.com

Fragrance Du Bois and the environment

Fragrance Du Bois, and the wider group of companies Bijoux Du Bois and Lifestyle Du Bois, are committed to doing their part to save the rainforests and reduce CO₂ emissions.

Tropical Rainforests are the lungs of our planet as they soak up CO₂ from the atmosphere and store it; in essence they clean our air. In addition they maintain the balance of life on Earth. Rainforests cover less than 2% of the earth's surface but they contain roughly 50% of the life on the planet; around 15 million species of plants, insects, animals, fish, and birds. However we are losing this vital part of our world heritage at an alarming rate due to man's activities including unlawful logging operations.

About 15% of the world's total CO₂ emissions come from tree felling and deforestation (Source: WWF). Fragrance Du Bois promotes sustainable forestry to prevent the ruthless exploitation of rainforest areas by using only sustainably sourced and certified products. The harvesting of all Aquilaria trees and movement of all the agarwood and Oud oil associated with Fragrance Du Bois is covered by CITES certificates and conforms to IFRA regulations.

For every premium Du Bois item sold, Fragrance Du Bois will plant at least one Aquilaria tree on sustainable plantations and one Teak tree under the Thai Royal Family Plant Genetic Conservation Project in the Kingdom of Thailand (www.rspg.or.th/rspg_eng). These trees are planted to make a difference, helping to provide a future sustainable income for the local communities.

For further information please contact:

Jacinta Rowe, Marketing and Communications Director,

Fragrance Du Bois Pte Ltd FDB Office #6 Unit 06/05, OUE Bayfront, 50 Collyer Quay, Singapore 048660

T: +65 66 34 9927

E: Jacinta@fragrancedubois.com www.fragrancedubois.com

