



MYPARFUM

YOU ARE UNIQUE

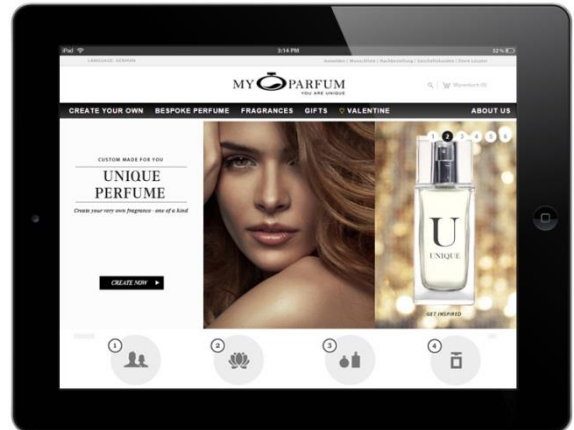
THE NEW ART OF TAILORED LUXURY - CREATING YOUR OWN BESPOKE PERFUME ONLINE

February 12, 2015 – For thousands of years perfume was pure luxury, custom-made for noble men and women by experienced perfumers. Then, at the end of the 19th century, factories began to establish and perfume became a mass product from the shelf. What if today, some 100 years later, perfume evolution would take the next step and put the individual back to focus?

Tradition meets Technology

A small German company might be onto something big. The perfume company called “MyParfum” has worked for years with experienced perfumers and software engineers

to create an online-tool that lets you create your own custom perfume. An approved algorithm recommends which ingredients to choose from more than 150 billion possible combinations. Also the perfume bottle can be fully customized with a name, picture or logo. While the young company has more than 90,000 unique customers in Germany already, in the US it is just starting. The innovative fragrance system has been awarded the Global Innovation Award, the Service Innovation Award and the Think Different Innovation Award.



Making your own perfume - How it works

People who want to smell unique go online to www.uniquefragrance.com. After choosing one of the five female or male characters, the fragrance engine recommends the appropriate notes. From 50 premium ingredients you can combine up to 6 notes. All perfumes are individually hand-made by experienced perfume artists in the Berlin perfume lab. In each case the fragrance contains head, heart and base note for a long lasting scent experience. A full satisfaction and money-back guarantee is granted. A custom-tailored perfume or cologne is available starting from 49.90 USD and shipped world-wide in just 12-20 days (free shipping starting 70 USD). Also a bespoke perfume test and free perfume consultation is available.

ABOUT MYPARFUM

MyParfum (www.uniquefragrance.com) is an innovative and lifestyle-oriented startup based in Berlin, Germany. The young company has over 90,000 customers and over 130,000 hand-crafted fragrances sold so far. MyParfum has invented a new market segment of custom perfumes. The innovative company has been awarded the Global Innovation Award in the US, the Service Innovation Award and the Think Different Innovation Award. MyParfum offers perfumes, which are not like any others, bought from the shelf, but truly unique. The company has found a way to let anyone design their own perfume online. MyParfum serves those who like to underline their very own look and style with the most elegant and mysterious accessory: a custom perfume.

Contact: **UNIQUE Fragrance GmbH**, Reinhardtstr. 7, 10117 Berlin, Germany
Mr. Matti Niebelschutz press@uniquefragrance.com **US PHONE:** 1 888 763 98 55
INTERNET: www.uniquefragrance.com **PRESS MATERIAL:** www.uniquefragrance.com/pressroom