

A photograph of several perfume bottles of various shapes and colors (clear, gold, black) against a soft, pinkish background. The bottles are arranged in a row, with some in the foreground and others slightly behind. A red banner and a dark grey banner are overlaid on the image.

PRESS KIT

PERFUMIST

Your perfume advisor 2.0

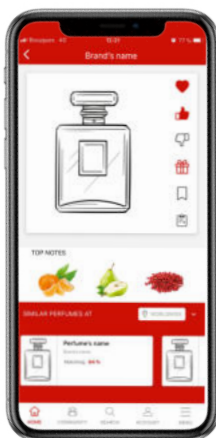
PERFUMIST is the story of a man with a passion for perfumes who decided to tackle a problem he faced during his experience as a perfume store owner: when it comes to buying a perfume, consumers are lost in an ocean of options with limited sources of advice



FACING THE PROBLEM

With a significant increase in perfume launches over the last years and the ongoing brand-led marketing guerilla, choosing a fragrance turns out to be quite difficult. This situation makes it hard for both consumers and sales assistants.

In such environment, PERFUMIST wants to be the independant tool for both end consumers and sales professionals. Helping customers to find the right perfume advice.



AN APP MADE FOR YOU !

Totally free for individual users, PERFUMIST is a perfume advisor processing an ever growing database of nearly 40 000 perfumes worldwide. The advice is based on olfactory characteristics of the perfumes only.

A perfume community above all! Exchange your opinions, discover the olfactory profile of your loved ones by following their account, share your favorite perfumes with your network.



THANKS TO PERFUMIST

• WE LIKE •

KNOW MORE ABOUT MY PERFUME NOTES
DISCOVER MY PROFILE

OLFACTIF

DISCOVER MY PERFUME MATCHING

SURPRISE

MY LOVED ONES WITH PERFECT FRAGRANCES

ENJOY A PERFUME EXPERTISE

ACCESSIBLE TO ALL

AND WORLDWIDE !

THEY TALK ABOUT US !

nice-matin



Kiosque

LUXE MAGAZINE

GRAND SUD

Les Echos

STYLIST

LES CARNETS LUXE

BW
CONFIDENTIAL

Perfumer
& flavorist

LA
TRIBUNE



Olivier Quiquempois - Manager
M.I.P Grasse

« I am pleased and proud to have established this exclusive partnership with PERFUMIST for the International Perfumery Museum. This application finds its place in a cultural environment dedicated to perfume and allows our visitors to discover it in an interactive and original way. »



PERFUMIST Community

App Store : « Intelligent: A website that lets you know why you like a perfume and gives you other references, it's precious ! »

Google Play : « I love this app which has allowed me to find a new fragrance according to my tastes. I now use it for gift ideas. Bravo ! »



Jérôme Viaud - Mayor of Grasse,

« I am pleased that Frédérick Besson has chosen Grasse to create his start-up. We welcomed him in 2017 to the Innovagrasse business incubator, whose reputation has not been so great since its creation in 2010. We welcomed many innovation and PERFUMIST is one of them. »

ONE GOAL, ONE TEAM



The founder, Frédéric Besson, an entrepreneur specializing in the education and promotion of French perfume in emerging countries (Asia), has been working on the democratization of perfume for more than 10 years. French foreign trade advisor he created the first perfume academy in Asia in 2010 and has been working as a retailer, distributor and designer of French perfume licenses in Asia.



Romain

Chief Data
& Product Officer



Mira

Retail product
manager



Léa

Marketing
manager



Benoît

Data analyst

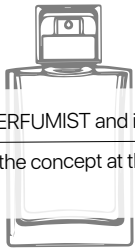


Amandine

Community Manager
& PR

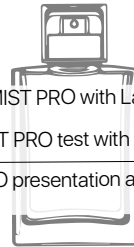
FEW FIGURES

2017



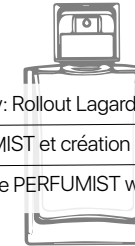
September: Launch of PERFUMIST and implementation in Grasse
October: Presentation of the concept at the TFWA show in Cannes

2018



February: POC PERFUMIST PRO with Lagardère Nice Côte d'Azur
July: PERFUMIST PRO test with Lagardère London
October: PERFUMIST PRO presentation at the TFWA show in Cannes

2019



February: Rollout Lagardère in Europe
June: Redesign of PERFUMIST et création de PERFUMIST Pro for Retailers
October: Presentation of the PERFUMIST widget for e-commerce websites



33 LANGUAGES



224 COUNTRY



170K USERS



40K PERFUME

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Perfumist Perfume Advisor



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