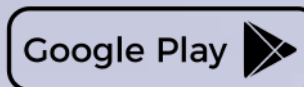


# PERFUMIST

YOUR PERFUME ADVISOR 2.0

Free download on



# PRESS KIT

PERFUMIST is the story of a man with a passion for perfumes. During Frederick's vast experience of working with many retail stores, he realized that the "not-so-aware" consumer, at most times, feels overwhelmed and often finds himself lost in the huge world of perfumes. Owing to the lack of advice, he turns to a scent that may not depict his personality and mood the best.

Frederick, understanding that the perfume we wear is something intimate and personal and should not be chosen just based on advertisements or by spite, took the decision to create PERFUMIST.

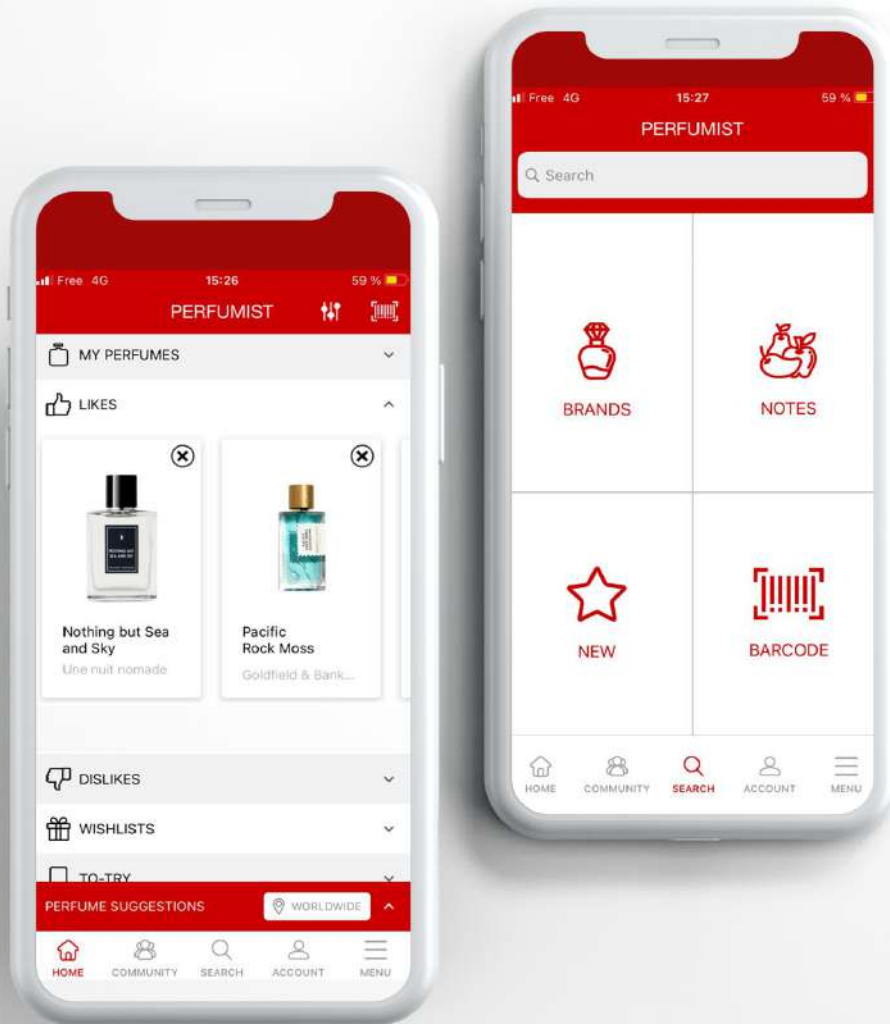
This led to the birth of the first collaborative application around perfumes made FOR and BY consumers, making it easier to access the best possible information no matter where you are.

## NOSE TO NOSE TO THE PROBLEM...

Confronted with the ever growing new perfume launches each year and the guerrilla marketing warfare led by the brands, choosing the right fragrance for oneself in a store has become all the more difficult. This makes it even harder for consumers and sales staff to find their way around.

PERFUMIST is an app made BY and FOR the consumers.

In a market of millions of possibilities, our mission is to guide perfume lovers to help them find their ideal fragrance in a few minutes.



THE COMMUNITY AT THE CORE OF THE APP.

We enable our users to discover more about perfumes and make the process of finding the perfect fragrance faster, easier and more inclusive than ever before. All users, whether novice or experienced, can now find the fragrance that suits them the most.

PERFUMIST is a brand-independent tool and has become a resource for consumers, where transparency and authenticity meet.

THANKS TO  
**PERFUMIST**

• WE LIKE •

KNOW MORE ABOUT MY **PERFUME** NOTES  
DISCOVER MY PROFILE

**OLFACTIF**

DISCOVER MY PERFUME MATCHING

**SURPRISE**

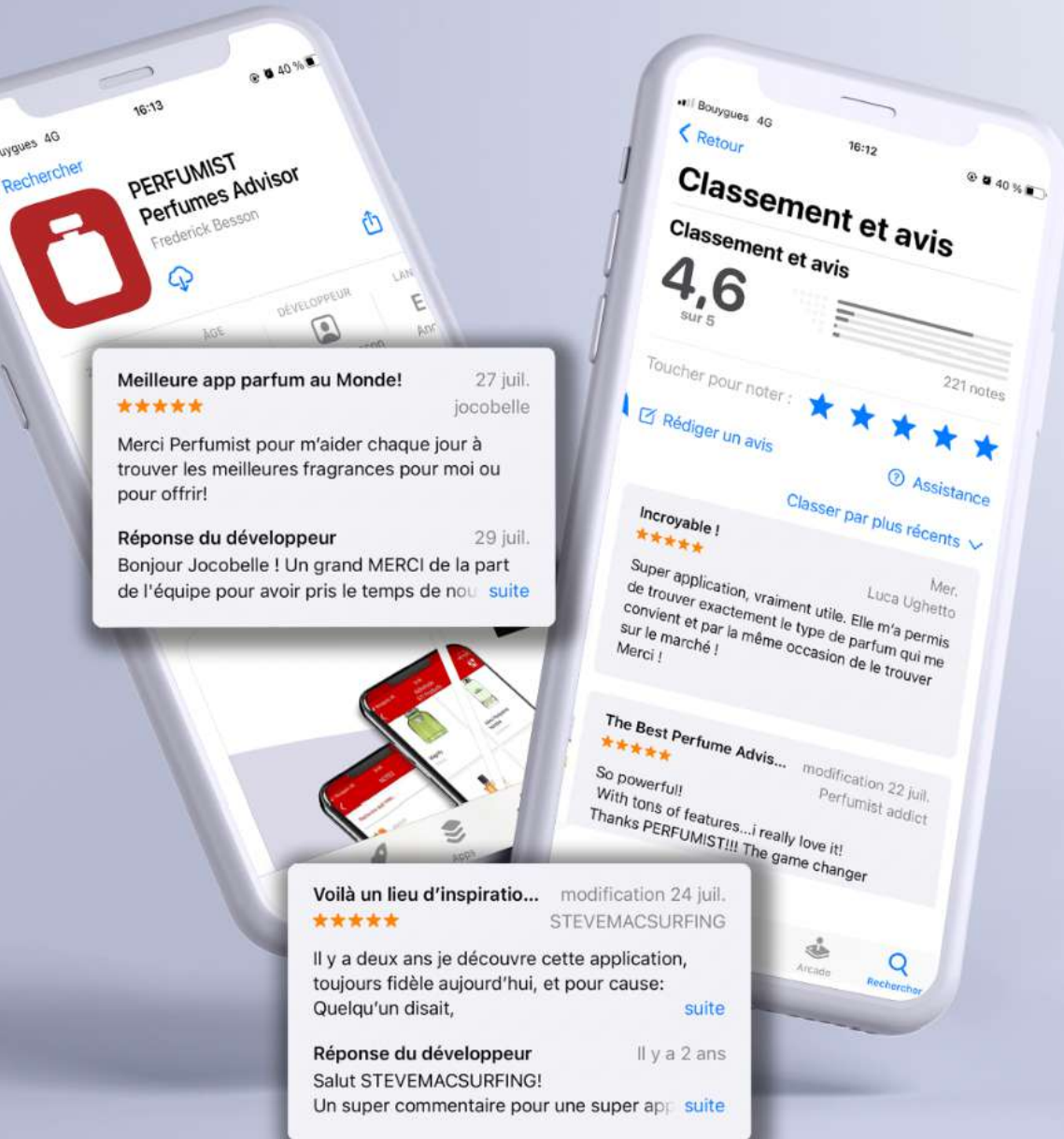
MY LOVED ONES WITH PERFECT **FRAGRANCES**

ENJOY A PERFUME EXPERTISE

ACCESSIBLE TO ALL

AND WORLDWIDE !

## YOUR OWN PERFUME ADVISOR



Available for free, PERFUMIST is a perfume consultant based on the analysis of a database of nearly 50,000 perfumes worldwide.

If you can't find your fragrance or if it is discontinued, an automatic query system is integrated into the application which enables you to request the addition of the perfume of your choice.

A perfume community above all! Share your opinions, discover the olfactory profile of your friends and family by following their account and let your loved ones know your favorite perfumes.

# FEATURES



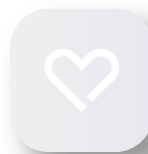
Create your own olfactory profile and let PERFUMIST surprise you with a selection of bespoke fragrances



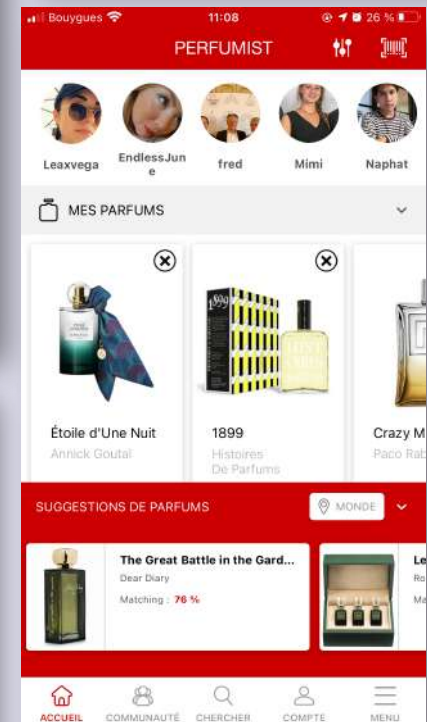
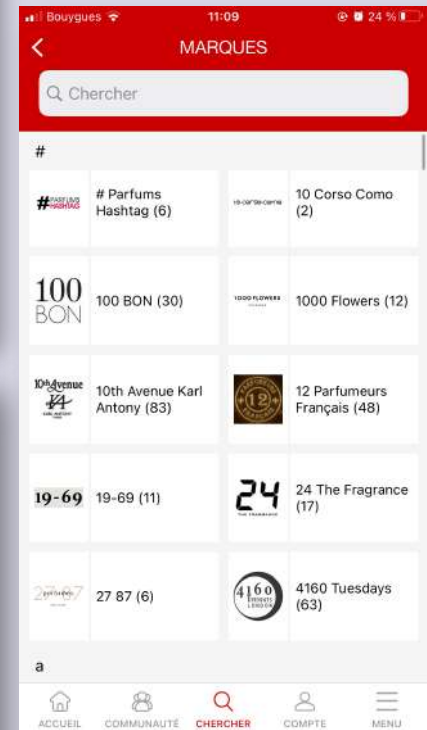
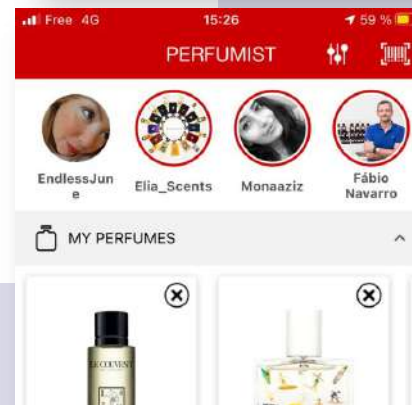
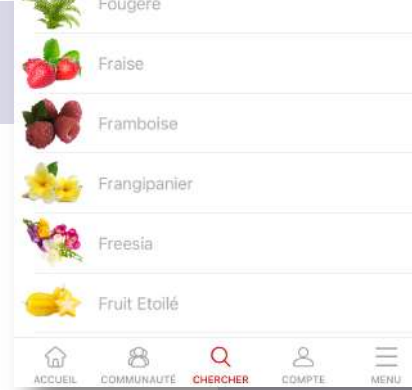
Share your favorite fragrances with your community and discover those of your entourage!



With the barcode reader, find your favorite fragrances or search by: notes / brands / new products.



Enrich your olfactory profile by adding fragrances to your lists: favorites / I like / I dislike / I don't like / to try / customized lists.



# TODAY, PERFUMIST IT IS

## THE PERFUME APP N°1

**+500K**

### USERS

throughout the world

**17K**

### REVIEWS

written by our users

**40**

### LANGUAGES

available on the app

**28K**

### NOTES

left on the fragrances

**+50K**

### PARFUMES

in the app



# MEET THE SQUAD !



The founder, Frederick Besson, an entrepreneur specialized in the education and promotion of French perfume in emerging countries (Asia) has been working to democratize perfume for more than 10 years.

As a French Foreign Trade Consultant, he created the first perfume academy in Asia in 2010 and was in turn retailer, distributor and licensee of French perfumes in Asia.



**Romain**

CDO & CPO



**Mira**

Retail product  
manager



**Léa**

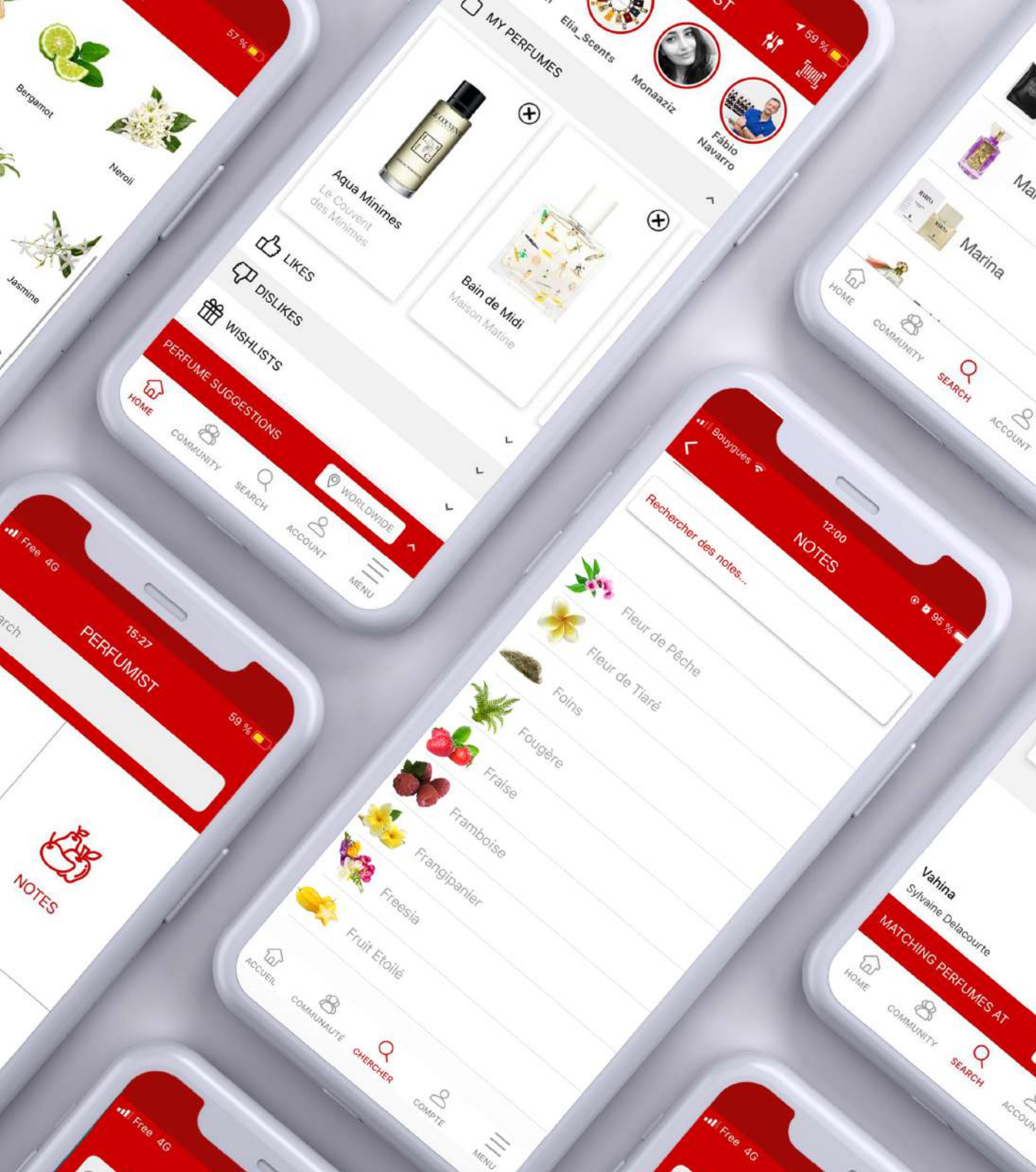
Marketing  
manager



**Amandine**

Communication  
& PR





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Perfumist Perfume Advisor



PERFUMIST



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