

## CREATE YOUR OWN VALENTINE'S DAY PERFUME

*Innovative online-startup MyParfum offers personalized fragrances*

**January 28<sup>th</sup>, 2015** - Perfume has always been a precious good and a great gift idea for Valentine's Day. But what if you could create your very own perfume in a personalized perfume bottle?

The startup-company MyParfum is specialized in exactly this: The creation of individual perfumes. Customers are becoming perfumers themselves online ([www.uniquefragrance.com](http://www.uniquefragrance.com)). With an innovative online-tool and recommendations of MyParfum fragrance experts, customers can create their own scent from over 50 notes and 10 character fragrances. With more than 150 billion possible combinations of the ingredients, the custom perfume is most likely absolutely unique. Also the perfume bottle can be personalized with a message, name or by uploading a personal picture. Every step of the production process is hand-made in the Berlin-based perfume lab. The fragrances are shipped to the US and worldwide in just two to three weeks. Also, a US perfume lab will soon be opened.



Using the intuitive MyParfum online fragrance design tool is a very special experience. Developed with French perfumers, the fragrance system gives the customer the opportunity to easily create their own masterpiece in just a few steps. Customers can also get free support by a fragrance expert, using an online-questionnaire. MyParfum experts create these bespoke perfumes, matching the customer's style and preferences and character. More than 130,000 unique perfumes have been sold in Europe already. Now the company is growing to the US, combining the traditional art of perfumery with modern technology and design.

Just in time for Valentine's Day, MyParfum developed the special limited edition designer perfume bottle "PASSION". The bottle has a coated backside in glossy red. Inside the glass bottle a real Swarovski crystal is shining through. Every perfume bottle can be fully customized with a personal message, name or picture. There is also a selection of gift sets, fragrance sets, and last-minute gift certificates. A custom perfume (1 fl oz) is available starting from 49.90 USD, produced by hand and shipped world-wide in just 12-20 days (free global shipping starting 70 USD). Moreover MyParfum offers a full satisfaction and money-back guarantee.

### **ABOUT MYPARFUM**

MyParfum ([www.uniquefragrance.com](http://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 and is number one in the world for 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.

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