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## A unique Christmas gift: Designing a custom perfume or cologne online

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Over 30% of all Americans are going to give fragrances or cosmetics for Christmas. UNIQUE Fragrance now offers a special service for all individualists – Creating a custom perfume or cologne in a personalized bottle.

**Berlin, 12/08/2015** – Fragrances and cosmetic products are the most popular gifts for Christmas, besides cash and gift certificates. More than 30% of all Americans are planning to give such a gift for the holiday season. People who want to distinguish from the mass have now the chance to design their own personal fragrance online with UNIQUE ([www.uniquefragrance.com](http://www.uniquefragrance.com)). In addition to developing a custom scent, it is also possible to design the glass bottle and label it with a name, message or a personal picture.



UNIQUE Fragrance, a producer of premium fragrances, is the specialized manufacturer of customized perfumes and colognes. UNIQUE has not only created fragrances for famous celebrities, but also now makes this exclusive service accessible for private customers. On the company website the user can become a real perfumer and create a signature fragrance for him or herself or a loved one. More than 50 olfactory notes are ready to be combined with over 150 billion possible combinations. UNIQUE also offers the opportunity to exclusively develop a bespoke fragrance according to the personal preferences, submitted by the customer.

In France, UNIQUE Fragrance is already available in more than 500 stores through its partnership with the perfumery retail chain Nocibé. In the US and worldwide, the service is available exclusively online. Each perfume is produced by experienced perfume artists in the perfume laboratory in Berlin, Germany. Free shipping within the US is available in only 10-15 days. A custom-made perfume is available at a price of \$79.90. The company also offers a 100% satisfaction or money back guarantee. UNIQUE Fragrance's co-founder and CEO Carina Stammermann explains how to create a perfect and unique perfume for the winter season: « *Winter time is the perfect period of the year to use a fragrance with warm, aromatic and woody notes. Giving a custom-made perfume to a loved one requires respecting the person's preferences and style. For a female winter perfume, I can strongly recommend elegant warm notes such as cashmere wood, rose, or the gentle aroma of white tea. For men, typical woody notes that are more aromatic such as cedar wood or a fresh touch of grapefruit or bergamot are perfect.* »

The progressive fragrance startup company has especially for the Christmas season developed several new products. Customers can now additionally choose a real gold, copper or platinum covered bottle. Also, a shining glass bottle covered with real Swarovski crystals or one ornamented with a letter of choice made from crystals are now available. UNIQUE is also offering gift boxes and gift certificates.

### About UNIQUE – The New Art of Luxury

UNIQUE ([www.uniquefragrance.com](http://www.uniquefragrance.com)) is creating luxury fragrances that are made-to-measure. The company is combining the traditional art of perfumery and technology to provide an innovative service: Creating bespoke fragrances! The progressive fragrance system and experienced perfume artists ensure premium quality and one-of-a-kind perfumes. The company has been awarded the Global Innovation Award, Service Innovation Award and Think Different Innovation Award. With over 90,000 customers and more than 130,000 custom fragrances created, UNIQUE is the leader in innovative perfumery and pioneers in an emerging market segment.

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**Company Presentation:** [www.youtube.com/watch?v=LOHYH\\_390MA](http://www.youtube.com/watch?v=LOHYH_390MA)