



## Perfume manufacturer UNIQUE Fragrance opens small businesses unit

**New York / Berlin, 02/11/2016 – Leader in custom fragrances UNIQUE Fragrance announces to open business for upcoming artists, fashion, music or jewelry labels and retailers who want to create their own fragrance brand.**

During the last seven years, perfume company UNIQUE Fragrance has worked its way to become the global market leader for custom fragrances. With more than 100,000 private customers, the company has developed more than 140,000 bespoke perfumes and colognes for the individual. Now the scent maker announces to open a new business unit to create [branded private label fragrances](#) for upcoming artists, fashion, music or jewelry labels and small to mid-size retailers.

Launching an own perfume line enables labels and retailers to complete their product portfolio and to upgrade their brand image. Fragrances are also affordable accessories, which are suitable to win new loyal customers for a brand. While large concerns like recently jewelry retailer Tiffany & Co. leave the development to multinational factories like Coty, such deals are inaccessible for smaller companies. With opening a new small businesses entity UNIQUE Fragrance is now filling the gap.



*Custom perfume "SHÉFANI"  
created for Gwen Stefani & Blake Shelton*

UNIQUE Fragrance is already specialized in producing custom scents in customized bottles for private customers. The service is offered online ([www.uniquefragrance.com](http://www.uniquefragrance.com)) and since 2015 in partnership with established perfumery chains, like French perfume chain Nocibé with more than 500 stores. The fragrance producer is now applying this specialized mass-customization production technology and know-how to provide corporate scents for small to mid-size companies. The luxury of having an own company perfume brand is now available starting at just 50 bottles.

In a first step the UNIQUE perfume experts create three scent samples according to the brand's identity. Once the perfect scent is developed, the branded bottle and packaging are designed. In usually 4-8 weeks the final perfume or cologne is produced and shipped to the proud owner of a new professional custom branded perfume.

For more information visit [www.uniquefragrance.com/business](http://www.uniquefragrance.com/business)

**UNIQUE Fragrance** ([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 100,000 customers and more than 140,000 custom fragrances created, UNIQUE pioneers in innovative perfumery.

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