

Crystal Fragrance

01

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# CRYSTAL FRAGRANCE

## Crystal Fragrance Presentation

Discover timeless fragrances inspired by the clarity and elegance of crystals crafted to captivate your senses

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# WELCOME MESSAGE

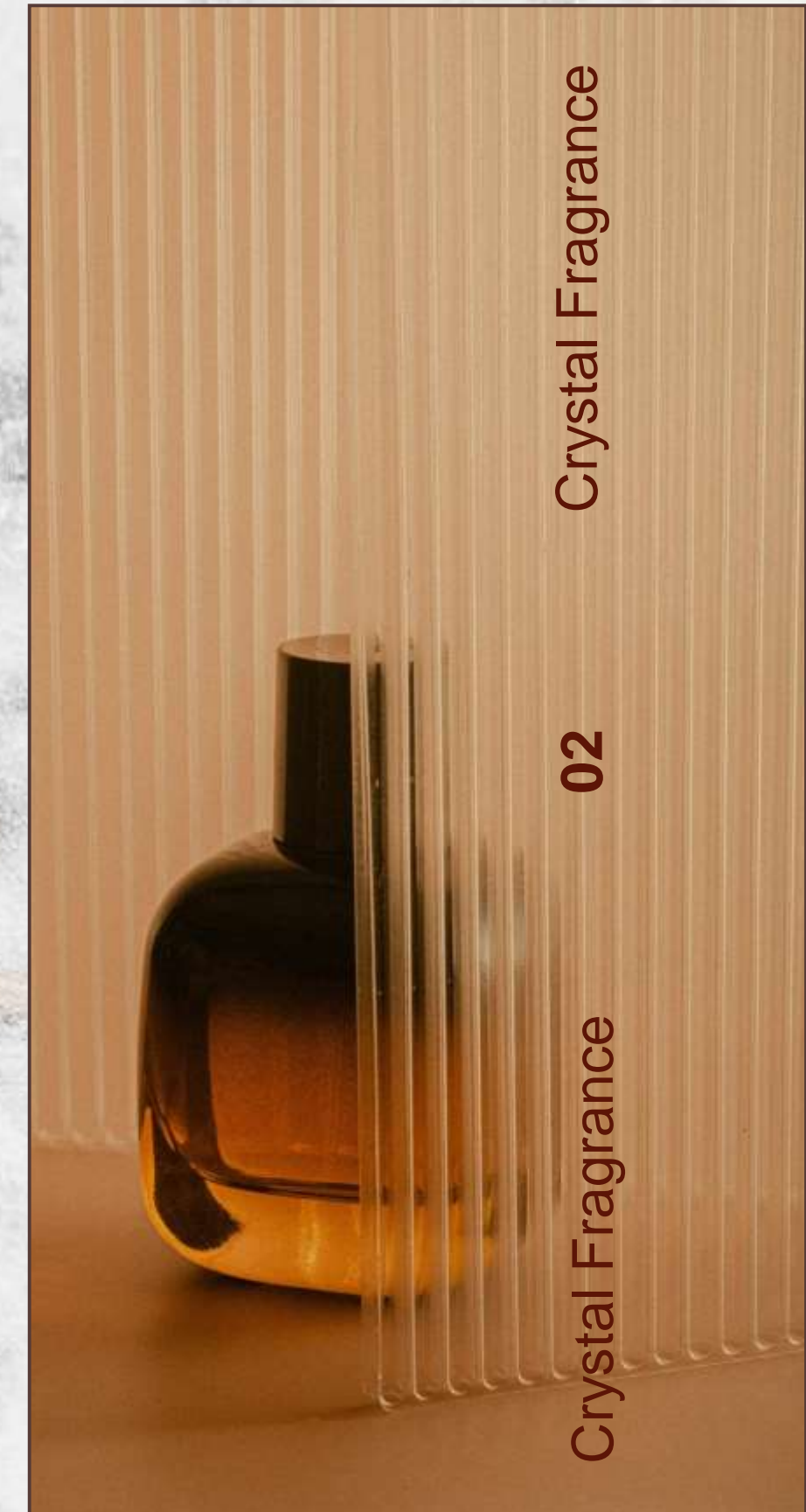
## Brand History

Where purity meets elegance. Each scent is inspired by the brilliance of crystals and the softness of nature, handcrafted to elevate your presence. Crystal Fragrance was born from a dream to capture the beauty of light and aroma in perfect harmony. Founded by scent designer Alina Ray in 2020, our fragrances are created with rare botanicals and crystal-charged infusions, making every bottle a work of art and emotion.



## About Company

Crystal Fragrance is a luxury scent brand inspired by the purity and brilliance of crystals. We craft elegant, nature-infused perfumes that awaken the senses and leave a lasting impression.







# VISION AND MISSION

## 01 Our Mission

To craft luxurious, crystal-inspired fragrances that awaken the senses and promote well-being.

To use premium, nature-infused ingredients, creating timeless scents that leave a lasting impression.

## 02 Our Vision

To lead the fragrance industry with crystal-inspired scents that blend luxury and nature, enriching lives with every aromatic experience. We aim to inspire personal expression and well-being through timeless, luxurious perfumes.



# BRAND'S PERSONALITY



## What is Brand's Personality?

Crystal Fragrance's brand personality is elegant, sophisticated, and authentic, blending luxury with the purity of nature to elevate the



## Understanding Brand Market

Crystal Fragrance caters to affluent, eco-conscious consumers seeking high-quality, natural scents that offer both luxury and wellness.

In a competitive market, the brand can stand out by offering artisanal, crystal-inspired fragrances that emphasize craftsmanship, sustainability, and emotional connection.

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# TARGET AUDIENCE

## ● Ideal Customer

Crystal Fragrance attracts affluent individuals who value luxury, sustainability, and premium quality in their purchases.

## ● Customer Relationship

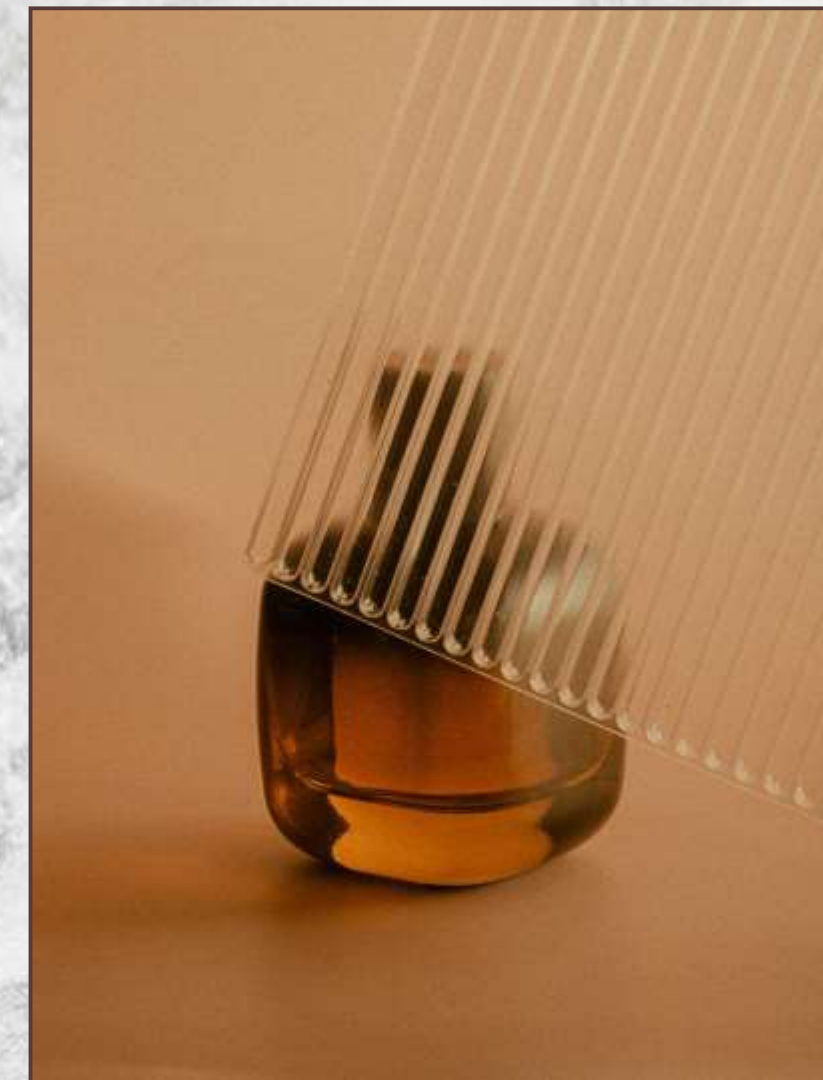
Crystal Fragrance builds strong relationships through personalized service, premium quality, and a deep emotional connection with every scent experience.

The brand appeals to cosmopolitan consumers aged 25-45, who are conscious of both natural ingredients and eco-friendly practices

## ● Customers Needs

Customers need luxury, natural, and sustainable fragrances that offer emotional connection, personalized experiences, and enhance their self-care rituals.





# VALUABLE POINTS

## Newest Update!

Crystal Fragrance now offers a custom scent creation service, allowing customers to design personalized fragrances that reflect their unique style.

## Be the Affordable Product

Crystal Fragrance believes in making luxury accessible by offering premium, crystal-inspired scents at affordable prices.

We are committed to delivering high-quality fragrances that blend elegance and nature, without compromising on value.



# BRAND OVERVIEW



**A a**  
Coco  
Gothic

**A a**  
Helvetica  
World

## Color Palette

This rich color palette blends vibrant amber, deep mahogany, soft gold, and classic black to evoke warmth, elegance, and luxury. It reflects the essence of Crystal Fragrance—bold, refined, and timeless.

## Typography

Coco Gothic adds a touch of modern elegance with a refined, luxurious feel. Helvetica World ensures global clarity and professionalism, perfect for clean, readable communication.







# SELLING POINT



## Make a Good Impact

Crystal Fragrance is committed to creating a positive impact by blending sustainable practices with luxurious craftsmanship, offering eco-conscious perfumes that enhance personal well-being and

## Community Priority

Crystal Fragrance is dedicated to building a supportive and eco-conscious community by promoting sustainability, empowering local artisans, and giving back through environmental initiatives and charitable partnerships.



# CONCLUSION



## Main Points

Crystal Fragrance blends luxury, sustainability, and artistry, offering nature-inspired scents that elevate experiences while promoting eco-consciousness and community impact.



## A Message for Our Community

At Crystal Fragrance, we are grateful for your support in our journey to create luxurious, sustainable fragrances. Together, we are not just elevating our senses, but also making a positive impact on the world, one scent at a time. Thank you for being a part of our community!







# THANK YOU

For Your Attention



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