

**BUSINESS NAME:** Perfume Shop  
**BUSINESS LINE:** Different kinds of Perfume  
**TAGLINE:** The Scent of Success

## **ABOUT PERFUME SHOP:**

For nearly 25 years we have been selling the widest range of women's perfumes and men's aftershaves at affordable prices. We stock the fragrances of nearly 130 brands including Hugo Boss, Paco Rabanne, Gucci, Ariana Grande and Marc Jacobs both online and across our network of over 260 nationwide stores. We also stock the luxury perfume brands Chanel, Dior, Viktor & Rolf and Hermès.

Not only do we have the experience of selling perfumes, we also have the expertise to match. Our staff are trained and developed so that they are the most knowledgeable sales advisors within the perfume industry and we can even boast about having the largest number of fragrance graduates in the Philippines

In online we offer free standard delivery, or click and collect in 2 hours, or the next day, and we've even introduced a "Try Me" option on some of our most popular products where you'll receive a free sample, so if you're choosing a new perfume or aftershave you can smell that before you open your order.

## **OUR MISSION**

'To share our genuine passion for perfume & people and offer the most knowledgeable fragrance expertise on the high street.'

## **ABOUT US**

The Perfume Shop is the Philippines largest specialist fragrance retailer with over 260 stores nationwide, selling all major designer fragrance brands, classic and celebrity perfumes, aftershaves and body products with unrivaled expertise at value for money prices.

## **OUR HISTORY**

Founded in 1992, The Perfume Shop set out with the simple idea of making luxury perfume brands accessible to everyone at an affordable price. With the first store openings in Tondo Manila, The Perfume Shop developed a genuine passion for delighting customers with expert perfume knowledge and the highest customer service standards which remain at the forefront of everything the brand stands for today. In 2005 The Perfume Shop was acquired by the leading beauty retail group A.S Watson - known in approximately 24 markets and owning over 11,000 stores worldwide. Find out more about our history and our parent company.

## **OUR EXPERTISE**

We are the leading perfume experts in the Philippines. You can be sure that you are in the best place when making a purchase at The Perfume Shop. We have trained and developed the most knowledgeable team of sales advisors in the perfume industry, proudly boasting the largest number of industry recognized CFSS (Certified Fragrance Sales

Specialist) graduates in the Philippines. To further showcase our dedication to fragrance expertise, we recently established our own innovative program, "The Perfume School", so that you can always have confidence in our high quality, unbiased advice every time you shop.

### **WHY SHOP WITH THE PERFUME SHOP?**

- We are the leading perfume experts in the Philippines
- Fantastic savings across 100s of top brands all year round.
- FREE Standard delivery available online.
- FREE Click & Collect service in all Philippines stores.
- FREE Gift wrap service available in store.
- The most generous loyalty card membership on the high street.

### **CONTACT US**

For any query relating to purchases made in one of our shops or shop details please contact either the relevant shop directly or Store Customer Services on:

**Email:** [onlineservices@theperfumeshop.com](mailto:onlineservices@theperfumeshop.com)

**Phone:** 0800 98 88 660

### **COMPANY COLOR:**

Red (#ff0000)