



PRESS RELEASE

## **drom fragrances is ready to Glow at "Glow - The Beauty Convention by dm" in Dortmund**

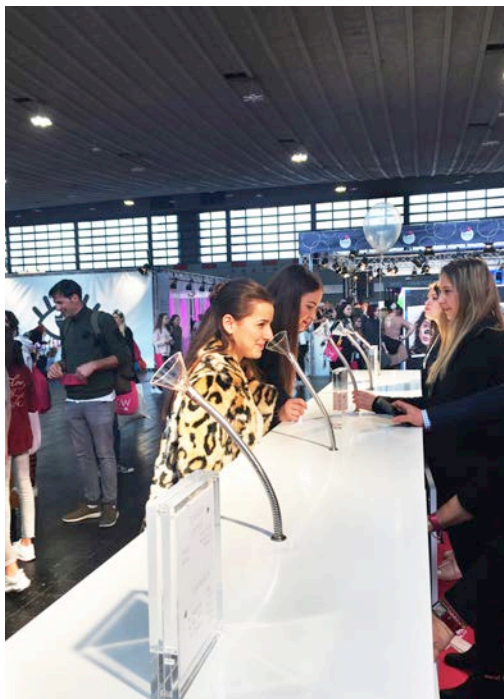
*Baierbrunn, March 16, 2018* – this weekend, **drom fragrances** was the first fragrance house to be represented with its own booth at the beauty trade fair "Glow - The Beauty Convention by dm", one of the most important events for influencers.

In addition to a lot of well-known influencers, eye-catching booths and interactive areas of favorite brands like L'Oréal, Maybelline or Balea and newcomer brands in the fields of beauty and styling, this year, drom fragrances also took part in the convention with its creative memory shot concept. Unique fragrances were presented, reminiscent of strawberry jam, caramel or bubble gum, perfectly matching the taste of the young beauties.

# drom

FRAGRANCES

## PRESS RELEASE



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**WE PERFUME LIFE.**

It is our passion to create extraordinary fragrance compositions. As an international fragrance house we stand for quality and creativity for more than 100 years. At drom, consciousness of tradition meets start-up flair. With an exceptional sense for trends we are individually responsive to our clients and create tailor-made fragrances and concepts.

**WE LIVE FLEXIBILITY.**

We work hand in hand with our clients and offer way more than just our olfactive competence – in our focus are their individual needs and thanks to our unique company structure, we are flexible to react fast while in the meantime big enough to work with brand manufacturers throughout the world.

Divided onto 5 international creative centres, the visionary perfumers of drom fragrances create unique scents each day for fine fragrances, cosmetics & toiletries, hair, body and home care. With our 500 employees in Europe, Asia, Middle East and America, we provide experts for each segment and offer a 360° insight into the global market.

**WE LIVE SUCCESS.**

The urge to create something „special“ has always been the driving force of the succesful family company, which is already run by third generation by the brothers Dr. Andreas Storp and Dr. Ferdinand Storp and which belongs to the top ten fragrance houses worldwide.

Our harmonized production with hightech-manufacturing facilities in Europe, USA, China and Brazil allows us to meet the growing market demands.