



PRESS RELEASE

drom fragrances Italy appoints Giovanni Bonanno as new Managing Director

Italy / Baierbrunn, May 1st, 2019 – **drom fragrances**, the globally successful fragrance house announces the appointment of Giovanni Bonanno as new managing director at drom's subsidiary in Italy.

In his new position, Giovanni will manage the Italian subsidiary and local business, as well as future business development.

His former experience in the fragrance industry as Business Manager and Global Key Accountant at Lucta SA and his know-how as Key Account Executive at Mane Italia are the ideal premises for his new position at drom fragrances. In addition, with his industrial chemistry degree and over ten years' experience in formulation and management of technical product development and extensive market knowledge, Giovanni Bonanno is further strengthening the Italian drom team.

Drom Fragrances is looking forward to welcoming a new exceeding talented employee to the drom family.



Giovanni Bonanno, Managing Director Italy

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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.