



PRESS RELEASE

drom fragrances stays on the pulse with next generations' superfood pop-up

Paris / Baierbrunn, May 9, 2018 – from April 12th to April 16th, in the trendy Paris neighborhood Marais, **drom fragrances** opened its doors to an interactive pop-up event surrounding superfoods.

Customers were invited on an authentic sensorial journey where they could explore superfoods from all around the world – ranging from the familiar and established, to emerging and newly discovered ones.

The highlight of the event was, for sure, the bespoke fragrances, created especially for the event. Interpretations of mushrooms, seeds and various roots, covering both personal and home care categories, mesmerized with their unique yet intriguing scents.

drom

FRAGRANCES

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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.