



PRESS RELEASE

Michaela Lück is the new Head of Human Resources at drom fragrances

Baierbrunn, October 26st, 2018 – **drom fragrances**, the globally successful fragrance house announces the appointment of Michaela Lück as the Head of Human Resources.

In her new role, she will be responsible for the smooth running of the standardized personnel management regime installed for the more than 500 employees around the globe.

With more than 13 years of management experience in human resources throughout different industries, Lück is looking forward to further strengthening the HR department, helping to shape the future success of the company.

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Michaela Lück, Head of Human Resources at 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 successful 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.