WHAT'S YOUR PARFUM?



Perfume as a culture.
From everywhere,
told from Europe and the Gulf.

BILINGUAL FRAGRANCE MEDIA

READ THE JOURNAL
ALL OUR STORIES, EN AND FR

WHAT WE CREATE FOR YOUR HOUSE

01

Scent Spotlight

Your fragrance told in a carousel, a post and a long-form article, in English and French.

02

Brand content

Bilingual articles and interviews to reuse on your own channels.

03

Show coverage

Your house or launch in the spotlight at the shows of Europe and the Gulf.

Pro audience

1,090 LINKEDIN FOLLOWERS · HOUSES, PERFUMERS, DISTRIBUTORS

EN · FR

EVERY STORY, TWO LANGUAGES

World

BASED IN EUROPE ⇄ GULF

TWO LANGUAGES

One story for your European and Gulf markets

A MARKET EYE

18 years in international supply chain, at the service of brands

ON THE GROUND

Cosmetic 360, Asia Perfume Show, Cinquième Sens

Perfume and beauty only · partnerships always disclosed · products compliant with EU and GCC rules · UAE: Visitor Advertiser Permit secured per campaign via an accredited agency

Let's talk about your next launch.

Laïla Mammari · Founder & Editor-in-Chief
laila.mammari@whatsyourparfum.com · +33 6 85 48 28 74
whatsyourparfum.com · @whatsyourparfum

Rates on request · proposal within 48 hours