

# Store Windows



Colette, Paris

Retail partners have frequently used our perfumes for window displays, encouraged by the versatile, attractive packaging



Beauty Affair, Dusseldorf, Germany

# 7x7 Best of San Francisco



Ineke's perfume line was selected as «Best of Beauty» in San Francisco by 7x7 Magazine

One of 20 brands asked to exhibit at a special «Best of the City» event

We presented our perfumes alongside the key flowers and raw materials contained in them



## -Pitti Fragranze, Florence, Italy



The Ineke line has been exhibited at Pitti Fragranze in Florence in Sept. 2007, 2008, 2009 and 2010



Art With Flowers, McLean, VA



Art With Flowers (detail)

The polished and sophisticated packaging with its ornamental modernism aesthetic, attracts the senses and invites trial.

Mixed media on cartons works well in open-sell environments – with multiple facings, some of the decorated sides can be faced out to help tell the «story» of each fragrance.

The packaging quality – heavy, decorated glass, matte bakelite cap, brushed stainless steel band, semi-rigid carton – communicates luxury.

*«Love is in the details»*

# Merchandising – Store Displays



Parfumerie Mussler, Stuttgart, Germany



Studio at Fred Segal, Los Angeles



Perfume Mendo, Mendocino, CA



Anne Gallwe, Aachen, Germany

