

pernoire

YOUR PERSONAL ALCHEMIST



“Our elixirs, each with its own alchemical power,
enable you to become your best self through emotion-driven essences.”

Nico Mannino and Robin Dünner
Founders of pernoire



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WHY PERNOIRE?

pernoire perfumes are the **only scents empowered by alchemy to elevate your personality to new heights.**

pernoire fragrances have been **nominated for internationally renowned awards**, such as the "Art & Olfaction Award".

pernoire guarantees **unparalleled and long-lasting perfumes made in Switzerland.**

pernoire is the first niche perfume house to offer an **innovative multisensory tasting experience.**

pernoire offers a **customized marketing package** to boost in-store sales and ensure the **success of the partnership.**



ABOUT US

Childhood friends Robin Dünner and Nico Mannino share not only a passion for olfactory art but also the drive to build a personality-enhancing perfume house. Despite their close bond, the two founders could not be more different.

Nico is the rational mind, while Robin is the emotional soul. Together, they are like the left and right parts of the brain, perfectly complementing each other.

Embracing their differences led to the birth of pernoire in 2020: creating fragrances that enhance people's unique characteristics and bring out the best in them.



Robin Dünner & Nico Mannino

Founders of pernoire

PHILOSOPHY

pernoire stands on **3 pillars**, all rooted in Robin and Nico's unique friendship.

- 1. Olfactory Personality:** Robin and Nico's contrasting characters inspired them to create olfactory personalities – each creation a unique expression of individuality.
- 2. Personal Growth:** Robin and Nico embrace their strengths and weaknesses, pushing each other to grow. As they strive to become their best selves, they create perfumes that fuel personal growth.
- 3. Improvement:** Robin and Nico thrive on competition, constantly challenging each other to outdo themselves. This relentless drive pushes pernoire forward, ensuring every new creation is bolder, more innovative, and sets a higher standard.





SALES & BENEFITS

Selective and exclusive distribution in **150 perfumeries in 28 countries**.

Best-case scenarios have seen reaching up to **80,000 CHF /EUR in sell-out a year per door**.

pernoire offers an **exclusive and customized marketing package** for each client to optimally capture and impress customers. This package includes POSM, discovery sets, samples, videos, travel sizes and much more.

Tailor-made launch plan to meet market requirements and boost visibility and brand awareness in the local market.

Multisensory experience through our own chocolate collection, inspired by each pernoire perfume.

DISTRIBUTION

pernoire is available in **leading perfumeries** around the world such as Les Senteurs, Osswald, The Perfumery, House of Drops, Lubner, Profumix, Lulua, etc.



Distribution

pernoire is available in **leading department stores** around the world, such as KaDeWe (Berlin), Oberpollinger (Munich), Alsterhaus (Hamburg), etc.



Distribution

pernoire **customizes Point of Sale Materials** to meet specific market requirements.



CONCEPT



THE ALCHEMICAL POWER OF PERNOIRE:

We don't produce pleasant scents;
we create olfactory personalities.

Each fragrance is an alchemical masterpiece,
crafted to elevate your personality.

Our elixirs, each with its own unique alchemical power,
enable your personality to become your ideal self.

BE YOUR BEST SELF WITH PERNOIRE!

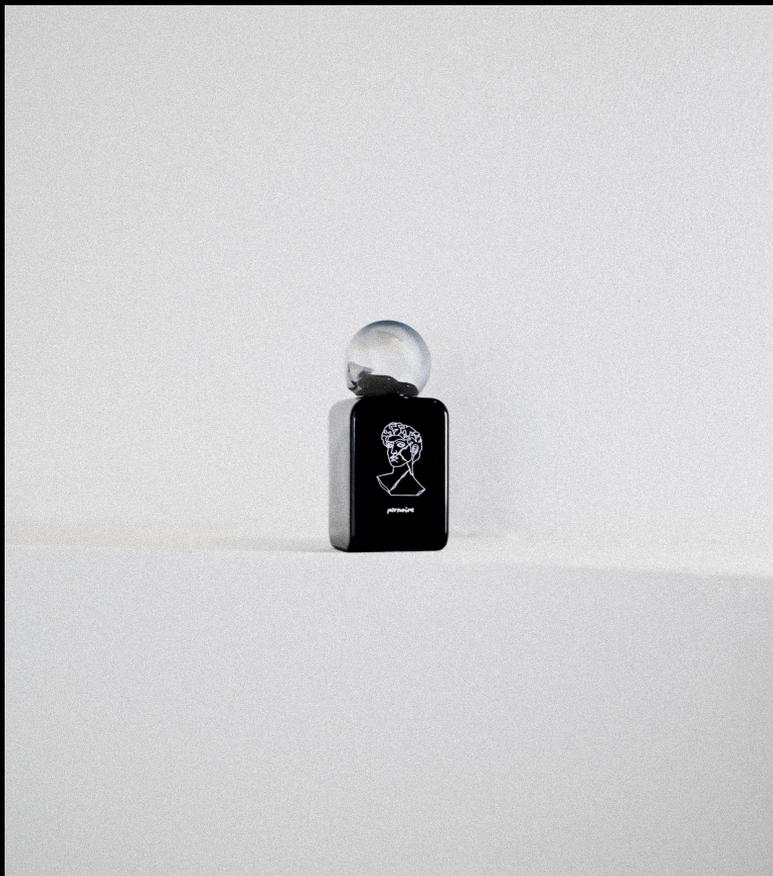
COLLECTIONS

Each pernoire Elixir is crafted to enhance the best version of yourself, guiding you through a journey of self-discovery.

The **Anima Collection**, inspired by the Latin word for “soul” connects you with your inner strengths and limitless potential. With a 25% oil concentration and rare, meticulously chosen essences, this collection offers a profound experience in personal growth.

The **Odus Collection**, inspired by the Latin words “odor” (scent) and “intensus” (intense), delivers an intensive olfactory experience with a bold performance. With a 30% oil concentration and an overdose of key essences, it offers maximum impact and expressive sillage.





ANIMA

The Anima Collection is designed to bring out the best in your personality. It supports you in becoming your ideal self. You will recognize your inner strengths and unlock your full potential!

- **Curated Essences:** Combines rare and valuable essences, carefully selected to create profound fragrance experiences.
- **Elegant Intensity:** With a 25% oil concentration, the collection delivers an exquisite balance of long-lasting effect and elegant sillage.

MASAR

ELIXIR OF SELF-CONFIDENCE

INSPIRATION

Self-confidence grows when you face challenges and trust in your own path, making you stronger and more genuine.

Masar means path in Arabic. The dragonfly represents the metamorphosis, to become self-confident.

NOTES

Top: Yuzu, Cinnamon, Labdanum, Clove

Heart: Amber, Honey, Tobacco, Vanilla

Base: Rosewood, Tonka, Leather Sandalwood, Leather and Animalic Notes



VITIAS

ELIXIR OF ROMANCE

INSPIRATION

The first kiss at the beach. The beginning of a deep connection between two souls.

Vitias Depth is the deepest point in the ocean. This represents the longing for a deeper connection with one's better half. The shell symbolizes the Mediterranean mood.

NOTES

Top: Bergamot, Lime, Pink Pepper, Black Pepper

Heart: Angelica Root, Iris, Blond Woods, Guaiacum

Base: Ambergris, White Musk, Marine Notes, ISO E SUPER



TIERRA

ELIXIR OF PASSION

INSPIRATION

The joy, passion, and warmth of the South American people are captured in a perfume. Tierra is the elixir of passion – crafted to bring joy and warmth.

Tierra in Spanish signifies "earth", but metaphorically, it represents "home" - a place of origin, comfort, and happiness. The sun symbolizes profound positivity and vitality.

NOTES

Top: Aged Rum, Red Berries

Heart: Vanilla, Colombian Spices, Benzoin

Base: Oud



AMORAL

ELIXIR OF REBEL

INSPIRATION

The path to success remains a mystery. Free from rules, laws, or social norms, you relentlessly pursue your goals to achieve them.

Amoral describes a lack of moral sense. The Roman statue stands as a symbol of power and the pursuit of one's desires.

NOTES

Top: Key Lime, Black Tea, Cardamom, Cinnamon, Cumin, Smoked Prunes

Heart: Violet, Iris, Oud, Cypriol

Base: Orange Blossom, Ambery Notes, Sandalwood, Tonka



MANSA

ELIXIR OF GENEROSITY

INSPIRATION

Mansa Musa, the ruler of the Mali Empire in the 13th century, is considered the richest individual in history. He was also known for his generosity, sharing a significant portion of his wealth with his people.

"Mansa" means "king" or "ruler" in Maninka. The golden staff symbolizes wealth and generosity.

NOTES

Top: Blackberry, Pink Pepper, Orris

Heart: Oud, Rose, Amber, Cassis, Saffron

Base: Patchouly, Heliotrope, Moss and Musk



NAKI

ELIXIR OF PURITY

INSPIRATION

Every soul begins pure, but outside forces can taint it over time. Holding onto that initial purity and sincerity - qualities that fade with age - is crucial for a thriving society and embodies the essence of true goodness.

Naki means "pure" in Arabic. The lotus flower symbolizes the pure soul.

NOTES

Top: Aldehyde, Peach, Almond Blossom, Passionfruit

Heart: Fig Leaves, Sandalwood, White Flowers

Base: Osmanthus, White Musk, Vanilla, Seabreeze



KAMA

ELIXIR OF DESIRE

INSPIRATION

Kama symbolizes the essence of desire, igniting our pursuit of pleasure and connection, often dimmed by life's routine.

Named after the Sanskrit word for desire, Kama encourages living life to the fullest. The bow and arrow symbolize the power of attraction and seduction.

NOTES

Top: Blackberries, Birch Tar, Violet, Orris

Heart: Cotton Candy, Leather, Cypriol, Dry Amber

Base: Moss, Cashmere Wool, Musk



OTIMO

ELIXIR OF PRIDE

INSPIRATION

After defeat, the phoenix rises, prouder, more powerful, and majestic. Unfazed by obstacles, it soars higher, destined to conquer and achieve its goals - a symbol of pride, resilience, and the unyielding spirit to surpass expectations.

Otimo reflects the pursuit of excellence, an olfactory metaphor for the pride felt in every achievement.

NOTES

Top: Quince, Cardamom, Rum

Heart: Tobacco, Praline, Patchouly, Tonka

Base: Cedarwood, Vanilla, Osmanthus





ODUS

The Odus Collection is a more intense elixir that allows you to become your best self. This collection offers an even more intense olfactory experience, achieved through a higher oil concentration and an overdose of key ingredients.

- **Overdose of Selected Essences:** Based on the concept of each fragrance, key essences are deliberately overdosed to enhance the experience and your personality.
- **Higher Oil Concentration:** With a 30% oil concentration, the Odus Collection ensures even greater intensity and long-lasting effect.
- **Limited Production:** The Odus Collection is produced in strictly limited quantities.

POKA

ELIXIR OF INDULGENCE

INSPIRATION

This fragrance encapsulates the audacious goal of crafting the ultimate dessert in scent form, boldly venturing into uncharted gourmand territory.

Poka, named after the main character in this scene, is short for Popcorn-Caramel - a metaphor for life's sweet indulgences.

NOTES

Top: Caramel Popcorn, Apple Pie, Cinnamon

Heart: Roasted Hazelnut, Labdanum, Dried Apricot

Base: Vanilla, Musk, Tonka Bean, Cedarwood



ANELO

ELIXIR OF ADVENTUROUSNESS

INSPIRATION

Inspired by sailors with the bold ambition to explore the globe, this fragrance honors fearless discovery. It captures the enchanting aromas of distant lands, celebrating the spirit of exploration and uncover new worlds.

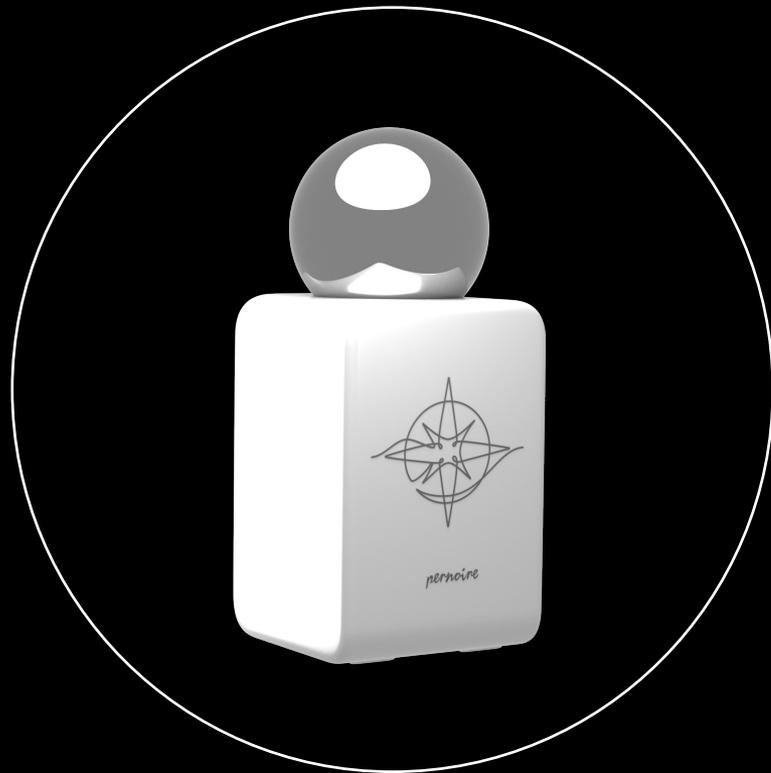
Anelo, named after the main actors in the scene and short for Pineapple and Pomelo - a metaphor for fearless spirit of discovery.

NOTES

Top: Freshly Sliced Pineapple, Pomelo, Mandarin

Heart: Mango, Ginger, Magnolia

Base: Dry Amber, Vetiver, Patchouli



MELOS

ELIXIR OF CHARM

INSPIRATION

Embrace the legacy of Cleopatra VII, whose unmatched allure captivated the world. Her secret ritual - immersing in rose-petal baths and savoring rose-infused tea sweetened with pure Nile honey - not only infused her with grace but also made her smell so enchanting, becoming a symbol of irresistible charm.

Melos, named after the main actors in the scene and short for Honey and Rose Tea - a metaphor for timeless charm.

NOTES

Top: Rose Tea, Grape, Grapefruit, Cassis

Heart: Rose, Nile Honey, Saffron, Hazelnut, Baked Apple

Base: Milk, Musk, Amber, Patchouly



OUDIAN

ELIXIR OF DOMINANCE

INSPIRATION

Dominance isn't granted—it's claimed through strength and unwavering authority. The dominant don't navigate challenges—they overpower them, forging their path with will and presence. Every move radiates power, every choice echoes strength. Their influence is undeniable.

Oudian, named after the main actors in the scene and short for Oud and Durian - a metaphor for undisputed dominance.

NOTES

Top: Durian, Saffron, Tropical Fruits, Szechuan Pepper

Heart: Cistus Labdanum, Olibanum

Base: Oud, Leather, Vetiver



PERFUMES

- 100% Swiss Made
- Based on rare and natural essences
- 25-30 % oil concentration (Extrait de Parfum)
- Exceptional longevity (> 12hours)
- Outstanding silage
- Created by Andreas Wilhelm
- Unisex
- 50ml





DESIGN

Every perfume boasts a unique symbol, inspired by its distinctive scent. pernoire collaborates with renowned designers from around the globe to create these symbols. The omnipresent black and silver color scheme embodies the essence of pernoire.

Our minimalistic, avant-garde one-line drawings capture the soul of each perfume, offering customers a tantalizing glimpse of the treasures within each flacon.

PACKAGING

The packaging is made of eco-friendly and sustainable wood, which is wrapped in a soft touch paper. All the symbols and letters are silver stamped. The foiling is biodegradable.

On the front is the perfume name and symbol as well as the “Extrait de Parfum” and “Made in Switzerland” declaration.

On the back is the concept of each personality and perfume.





INNOVATION

pernoire, a symbol of Swiss luxury perfumery, has collaborated with Nobile, one of the world's finest gourmet chocolatiers, to launch an exclusive chocolate collection inspired by pernoire's fragrances.

This partnership offers a unique, multisensory experience, allowing the flavors of the chocolates to reflect the essence of pernoire's signature scents. As a gesture of gratitude, customers who choose a pernoire fragrance will receive this exquisite chocolate treat.

TEAM



Robin Dünner

Co-Founder, CMO
Strategy, Marketing & PR



Nico Mannino

Co-Founder, CEO
Strategy, Sales & Finance



Jiyen Elci

Business Development
Sales & Marketing



WE WOULD BE HAPPY TO INTRODUCE
OURSELVES TO YOU PERSONALLY!

Let us bring the best out of your customers.

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