



pernoire

YOUR PERSONAL ALCHEMIST

BRAND-DNA

Our alchemistic perfumes represent distinct character traits and unlock the full potential of your personality.

Each composition is an olfactory extension of the self.



CASE STUDY

pernoire developed a fully customized point-of-sale concept tailored to the spatial, aesthetic, and cultural characteristics of the partner boutique.

Core measures included:

- 3D visual merchandising with personalized window design
- On-site training & sales support
- Multisensory summer event featuring fragrance & sorbet
- Intensive sampling with GWP activations
- Synchronized marketing across social media channels

Results:

- 80,000 CHF in sell-out during the first year
- +40% increase in dwell time at the POS
- Strong brand loyalty enabled by the 360° marketing package, with customers purchasing pernoire fragrances multiple times throughout the year





DISTRIBUTION

pernoire is available in leading perfumeries and luxury department stores worldwide.

Selective and exclusive distribution in over **250 stores across 40 countries**. Annual sell-out volumes of up to **400,000 CHF/EUR per store**.

Our leading partners are: Osswald (Zurich and New York), ZGO (San Francisco), Lubner (Hamburg), Les Senteurs (London), Beautik (Bukarest), Otro (Lisbon), Le Parfum (Vienna) and many more.

PARFUMS

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



ODUS

COLLECTIONS

ANIMA

Each pernoire elixir is designed to unlock the best version of yourself.

The **Anima Collection**, inspired by the Latin word for "soul", connects you to your inner strengths and boundless potential. With a 25% oil concentration and rare, carefully selected essences, the collection offers a deep and introspective olfactory experience. The Anima Collection is presented in elegant black flacons.

The **Odus Collection**, inspired by the Latin words odor (scent) and intensus (intense), delivers a powerful olfactory statement with striking presence. With a 30% oil concentration and an overdose of key essences, it ensures maximum impact and expressive sillage. The Odus Collection is presented in exclusive white flacons.



ABOUT US

Childhood friends Robin and Nico 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



**LET'S BE SUCCESSFUL
TOGETHER**

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