



PERFUMERY CLUB  
парфюмерный клуб

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AWARDS

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EXCLUSIVE, PRESTIGE, CELEBRITY, LIFE STYLE, MASSTIGE, MASS-MARKET

ЭКСКЛЮЗИВНОЕ ШОУ АРОМАТОВ

Participation of fragrances MIYA SHINMA in sensorium summer fragrances organized by PERFUMERY CLUB by steam-ship "Vatel" on May, 20th 2010г.





Fragrances of MIYA SHINMA have been presented on next sensorium on summer fragrances - already grown fond to buyers SAKURA and KAZE, and also a novelty, which will soon surprise and will please judges of raised perfumery - fragrance HINOKI.

The novelty has captured all without an exception of members of PERFUMERY CLUB and on advantage has been noted by the chairman of jury - the known perfumer Jeanne Gladkova.



# THE PERFUMERY CLUB - history and modernity

The Perfumery Club started working in 2004 and from the first year of its existence it associated the companies of leading position at the Russian market of perfumery products.

«The essential objects of the professional association is the development of the perfume culture of the Russian society include both among the specialists and in the customer segment, - says Marianna Penkova, the Director of the Perfumery Club. - We pay much attention to the promotion of the professional code of ethics and to the promotion and creation of the original perfumery products».

The Club sets the following priorities:

- performance of education and research programs;
- rendering of competent assistance to producers in the output of perfumery products of high quality;
- rendering of assistance to domestic producers in manufacturing of original perfumery products;
- holding of contests, PR and advertising campaigns, promotion actions, shows of perfumery products;
- rendering of every possible assistance to the partnership members in development of mutually beneficial business cooperation.

One of the main projects, originally organized by the professional magazine «Cosmetics and perfumery» and later was performed within the frameworks of the Perfumery Club's activity, is the contest «Fragrance of the year», having celebrated its seventh anniversary and having deserved the place of honor among the branch and social events of the modern Russia. Today the Perfumery Club performed the reorganization and prepared the platform for cooperation with the international organization the Fragrance Foundation (the headquarter is located in the New York, the USA) for joint implementation of some projects. On January 01, 2010 the license agreement authorizing the holding of the perfume contest in Russia with use of the trademark FiFi Awards. According to the executed document the Perfumery Club became the exclusive partner of the Fragrance Foundation at the territory of Russia. The settlements on rendering of every possible assistance and protection of the Club's activity at the worldwide perfumery market have been arranged. Also the work has been started on communication establishment with the branches and partnership entities of the Fragrance Foundation in other countries, such as France, Germany, the Great Britain, Spain, Italy, Australia, and the United Arab Emirates.