THE FRAGRANCE WORLD

FOR SALONS, BARBERS AND INDEPENDENT SHOPS

Stocking The Fragrance World

We are a small team in Widnes, Cheshire. We blend, fill, label and pack every bottle ourselves, and we sell it for about a tenth of what the designer bottle costs. This is who we are, what we make, and what it costs you to stock it.



Real people, one building, our own hands on every bottle.

The Fragrance World was started in 2020 by Cenk and Katie. One of the founders is a scientist who spent years working in clinical laboratories and holds a further qualification in cosmetic safety, so precision was the job before perfume was.

We are not an importer and we are not a dropshipper. The perfume is blended in our own lab in Widnes, Cheshire, filled and capped on our own line, labelled by hand, and packed by the same people who answer the phone. When you ring, you speak to someone who filled the bottle.

We sell in two places: our own website, and independent salons and shops. Not supermarkets, not discount chains, not marketplaces. Our stockists sell over the counter and we sell online, so a bottle you stock stays a bottle worth stocking.



2020	91	500,000+	Vegan
Founded in the UK. Company number 13826542.	Fragrances, plus body mists, reed diffusers and a discovery set.	Bottles sold since we started.	Cruelty-free, and every batch tested before it is sold.







Ninety-one scents. Three sizes. One honest price.

Every fragrance is inspired by a designer original and we say which one, on the bottle and on the shelf. Nobody is pretending to have invented something new. The customer has done the maths on what is in a £300 bottle, and they are pleased with themselves for it.



SIZE	WHAT IT IS	SHELF PRICE
5ml	Tester spray. The one that sells the big one.	£4.95
50ml	The main bottle. Matte black glass, boxed.	£29.95
100ml	The big bottle, for people who already know.	£39.95
Discovery set	Five 5ml testers in a box.	£14.99
Body mist	Five scents, lighter and fresher. Salons and nail bars move these.	£12.99

Shelf prices include VAT and are what we sell at ourselves. They are recommended, and what you charge is your decision.





Which twelve to start with

Every shop serves a different customer. Tell us about yours and we will work with you to find the twelve that fit the people you serve, from what we have seen sell in shops like it. Swap any of them on your reorder.



Fragrance sells when it is smelled. Your counter is where that happens.

Twenty minutes in the chair

Nobody buys fragrance from a box. They buy it from their own wrist. A tester on the counter and a customer with time to kill is the best shop window fragrance has ever had.

You double your money

You pay half the shelf price. A 50ml costs you £12.48 and sells at £29.95. A tester costs you £2.06 and sells at £4.95 as an impulse buy at the till.

Where we sell, and where we never will

Our own website, and independent salons and shops. That is the whole list. No supermarkets, no forecourts, no discount chains, no marketplaces, and no exceptions for a big order. What you put on your shelf stays a salon product.



The honest bit

Our website sells three 50ml for £59.99 and runs offers like any brand's does. We will not pretend otherwise. What you are buying is a bottle at half the shelf price, on your counter, to a customer who is standing in front of you and is not going home to search for it.

Earn on our website too, if you want to

Your stand can carry a code that is yours alone. A customer who wants a scent you do not stock scans it, orders from us, and you earn 20% of that order, bundles included. We email you what your code made every month. Optional: say yes or no with your opening order.

Free testers, and the stand to put them on

Your opening order comes with one free 5ml tester for every scent you take, and a counter stand we put together ourselves in Widnes: three matte black steps for the twelve bottles, a rail in front for the twelve testers. On the house, yours to keep. Any mix of the ninety-one, and fresh testers with every reorder on request.

TRADE PRICES

Half the shelf price. Held to 31 March 2027.

Trade prices exclude VAT. Shelf prices include VAT. "You keep" is the difference at our recommended shelf price, before VAT.

PRODUCT	TRADE	SHELF	YOU KEEP	CASE
Perfume, 50ml	£12.48	£29.95	£12.48	12
Perfume, 100ml	£16.65	£39.95	£16.64	12
Body mist	£5.41	£12.99	£5.42	12
Discovery set, 5 x 5ml	£6.25	£14.99	£6.24	10
Tester, 5ml	£2.06	£4.95	£2.07	24

TERMS

OPENING ORDER
£150 excluding VAT. Reorders from £100.

COUNTER STAND
Free with your opening order. Three steps for the bottles, a rail for the testers, matte black. Yours to keep.

PAYMENT
Paid before dispatch, every order. No accounts, no chasing.

FAULTY STOCK
Replaced or credited, no questions. We do not do sale or return.

SHELF PRICE
Recommended, not required. What you charge is entirely your decision.

TESTERS
One free 5ml tester per scent on your opening order.

WEBSITE ORDERS
Optional. A code of your own on the stand. You earn 20% of every website order placed with it, bundles included. Statement emailed monthly, paid by bank transfer.

DELIVERY
Three to five working days. Free over £250.

WHERE YOU SELL IT
In your salon or shop, over the counter. Not online: we are the online retailer, and nothing goes on Amazon, eBay, Vinted or any marketplace.

REORDERS
Email or ring. Same prices, same free testers on request, same three to five days.





Three steps, and the first one costs you nothing.

01

Tell us your shop

Email the salon's name and address. No form, no salesperson, no call unless you ask for one.

02

Smell it first

We post five 5ml testers of our best sellers, free. Put them on the counter for a week and see what your customers say.

03

Opening order

Twelve bottles, £150 excluding VAT, any mix, with a free tester for every scent and the counter stand to put them on. Delivered in three to five working days.



Talk to a person

Katie Alhan, founder
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Come and see it

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Visitors welcome. Email first and the kettle goes on.

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