

Niche perfume subscription box launches in the UK

FOR IMMEDIATE RELEASE

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Chemical Poetry Club is a niche perfume subscription service.

A limited edition three month subscription is now available to buy, running across October, November and December in the lead up to Christmas. On sale until midnight 5 October only.

Chemical Poetry Club works with the UK's most exciting independent perfume brands to bring members the most deliciously inventive perfumes to try at home, wear on skin and see how they develop over time.

www.chemicalpoetry.com

ABOUT THE FOUNDER

Chemical Poetry Club has been founded by Keren Bester, a brand and advertising specialist with a personal perfume obsession.

"When I was 16 a friend gave me a piece of treasured advice. She told me to always change my perfume when I found myself with a new boyfriend. I followed her advice religiously - except the boyfriend bit. It turns out I was racking up new experiences faster than new boyfriends, so I altered the advice and wore a new perfume every time I found myself in a new situation - changing school, going to university, first holiday overseas... It was only years and years later that I was able to experience the true gift of her advice. I had unknowingly been marking the chapters of my life through scent. To this day I can revisit the dark vampy nightclubs of my early twenties with a sniff of Hugo Boss Dark Red, or re-experience Christmas in Melbourne with a spritz of Gucci Rush Summer."

"I ended up using scent most effectively to "enchapter" my travels. So as strange as it may seem to others, the Hong Kong in my memory will always smell like dark chocolate and oranges (Missoni - Missoni) and Mexico like a seedy Parisian bar heavy with the smell of narcotic Jasmine and sweet tobacco (Etat Libre d'Orange - Jasmin et Cigarette). For this reason, one could say the inside of my dresser is like a time travel machine. To make the memories sharper and clearer, I've had to find more unusual, interesting scents. This is what led me to discover the art that is niche perfume.

WHY A SUBSCRIPTION BOX?

Last year more 2000 new perfumes were launched around the world, and nearly half of these are from niche and independent perfume houses, but apart from a handful of specialist stores in the world's most cosmopolitan cities, you cannot buy, let alone try these fragrances anywhere. Despite being able to research 41,000 perfumes online, even the biggest department store only stock 150 brands at most.

Add to this the fact that your nose is limited in how much it can smell on any one occasion and the muddled air of department stores and duty free are clearly not the best places to experience new scents.

This means that to hunt down something unique takes time and dedication that very few people have. And of course, even if you do find yourself in one of these lovely little specialist stores, your nose tires very quickly and soon you can't tell the difference between Chanel and shoe polish.

A subscription box allows you to try new perfumes at home, on your own skin, and see how they develop over time, before committing to the purchase of a full size bottle.

WHY NICHE?

There's been an explosion of creativity in the perfume world, but it's still not that easy to try or buy niche fragrances due to their limited distribution. Chemical Poetry Club sidesteps the usual channels, delivering unique vials of niche fragrances from independent British perfumers monthly, right through your letterbox.

Chemical Poetry Club exclusively features niche and artisan perfume from independent brands because:

1. Niche is more creative.

Independent perfumers prioritise creativity over profits, so they'll use rare, unusual, playful, and experimental ingredients to see their vision through.

2. Niche is more personal.

Niche perfumes are the olfactory creations of a real person, not a clothing or celebrity brand. The closer perfume production is to one person's nose, the closer it is to their memories, their feelings, and their message.

3. Niche is more memorable.

Scent marks our individuality. It's an expression and an extension of our personality. We don't wear fragrance to fit in. We wear fragrance to stand out.

SUBSCRIPTION BOX DESCRIPTION

HOW DOES IT WORK:

1. Discover – Receive 3 mini-vials containing a generous one-month supply of the most deliciously inventive niche perfumes.
2. Discuss - Join the club online to reveal the brand and perfumer behind the box, learn more about their creations, and rate and review it to earn points.
3. Discern - Train your nose over time and get better at knowing what you like and why.
4. Decide - Redeem points against the full bottles of your favourites.
5. Display – Start building your own perfume library with the collectible series of 'chemical poetry' .

FEATURES:

3 mini-vials of the most delectable niche perfume from the UK's most exciting independent perfume brands
Lasts the whole month with around 90 sprays in every box
Test out perfume on your skin and see how it develops over time
Learn how to use your nose and discern what you like
Join the club online and earn point toward buying the full bottles of your favourites.

HOW MUCH DOES IT COST?

Pay monthly:

Pay monthly and cancel anytime: £22.95 per month (incl P&P)

Prepay 3 months:

3 month subscription: £59.95 (incl P&P) + £10 credit against the purchase of a full bottle.

Gift subscription:

Prepaid 3 month subscription: £59.95 (incl P&P) + £10 credit against the purchase of a full bottle.

WHEN DOES IT ARRIVE?

Boxes will arrive in the second week of each month.