

## GENE PARFUMS

Luxury Botanical Fine Fragrance · France · Pre-Seed 2025

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### WHAT WE DO

Gene Parfums is the first luxury fine fragrance house built on 100% botanical formulations, full ingredient transparency, and a sustainable refill system. We combine French artisanal craft with a contemporary, wellness-oriented approach to perfumery.

### THE OPPORTUNITY (WHY NOW)

- Global demand for clean, safe, transparent beauty is accelerating
- Conventional “luxury” perfumes = 90–95% synthetic ingredients
- Consumers are actively rejecting “greenwashed” fragrances
- No current brand occupies the luxury, fully botanical, refillable space
- Fragrance e-commerce is one of beauty’s fastest-growing categories

→ A clearly underserved category: Botanical Luxury Fine Fragrance

### THE SOLUTION

- 100% botanical eau de parfum — zero synthetics
- Full traceability from plant to bottle (Grasse → Provence → Normandy)
- Refillable mineral-grey glass bottle (designed for lifetime use)
- Androgynous scent architecture for global audiences
- Positioned at the intersection of fragrance, design, and wellness

### MARKET VALIDATION

- Global perfume market: \$58.9B in 2025, projected to reach \$69B by 2030
- Luxury perfume segment: \$26B today, forecast to reach \$41.4B by 2032
- Global natural cosmetics market: expected to reach \$95.7B by 2035
- 1 in 4 fragrance purchases now happens online → strong hybrid retail + DTC potential

### PARTNERSHIPS & TRACTION

- Accords et Parfums (Grasse) — formula creation
- IASMOS (Provence) — fragrance manufacturing
- Walter Sperger (Normandy) — custom grey-glass bottles
- Novembre Bureau — Creative Direction (Art Basel Global)
- Beauty Expert Consulting — route to major retailers in EU & Asia
- Early interest from premium retailers in FR · CH · DE · UK

### FINANCIAL SNAPSHOT

- Year 1 Revenue: €1M · Profit: €559K (67% margin)
- Year 2–3 Revenue: €2.6M · Profit: €1.46M (66.6% margin)
- Refill margin: 75% · DTC margin: up to 60%

### PRE-SEED ROUND (CURRENT)

Raising: €300K

Use of Funds:

- Bottle tooling & industrial design
- Final perfume concentrate production
- Packaging & prototype development
- Website + waitlist + pre-launch campaign
- Creative assets for global positioning

Next Round: €1M Seed (production + launch + Asia expansion)

### VISION

To redefine fine perfumery with botanical purity, artistic craft, and a sustainable refill ritual — setting a new global standard for luxury fragrance.