

BACKGROUND PERFUME.SUCKS

PERFUME.SUCKS is the scent collection of Swiss perfumer Andreas Wilhelm.

For over twenty years, he has been creating perfumes on behalf of manufacturers around the world.

Perfumes that are overlaid with stories that are conveyed to you through advertising images and packaging. The contents of the flacons are mystified, the ingredients nowhere identified.

For his collection, Wilhelm relies on full transparency. The bottles are transparent, the ingredients printed on them. For him the focus is on the composed scent and nothing else.

We let the scent tell the story. Wanna smell it?



ATTITUDE PERFUME.SUCKS

A perfume stuns all the senses.
A perfume creates an illusion. A fictional story that is told to you through the advertising images, the packaging, the bottle and a mysterious liquid.

You can no longer really perceive the scent itself. It is superimposed by this story.

That's why we say:

PERFUME.SUCKS

Our mission is to focus on full transparency.
Our recipes are common good, there for you to spread, hack, wear, enjoy.

Smell the story. And make it to your own.



KNOWING PERFUME.SUCKS

At PERFUME.SUCKS we believe in transparency and that's why we declare the whole formula on our perfumes.

In case of BLACK C it looks like that:

32g Alcohol, 5.7g Aqua, 3.0g Dipropylene Glycol, 2.19g Hedione, 0.58g Ambroxan, 0.438g Patchouly oil 65, 0.365g Evernyl, 0.22g Ambrettolide, 0.18g Shinus Molle oil, 0.15g Benzoe Siam Resinoide 50% DPG, 0.124g Ethyl Maltol, 0.061g Black Amber tincture 4%, 0.03g Olibanum Resinoide 25% in DPG, 0.022g Rosessence base, 0.0073g Ambrocenide crystals, 0.0073g Hivernal Neo, 0.073g Spikenard oil, 0.073g Dhannal oud cambodhia ultra oil



COLOR COLLECTION PERFUME.SUCKS

The color collection consists of 7 different perfumes. All of them have been developed for a certain project but they have been refused by the customer. As the perfumers heart was crying we wanted to give these amazing blends a second chance and we started the brand in 2016.

Since then the range has grown up.

The collection is available in 30 and 50 ml.

ALL SCENTS NO FUSS



COLOR COLLECTION

PERFUME.SUCKS

PER FUM E.SU CKS	PER FUM E.SU CKS	PER FUM E.SU CKS	PER FUM E.SU CKS	PER FUM E.SU CKS	PER FUM E.SU CKS	PER FUM E.SU CKS
GREEN 368C	RED 198C	BLUE 3135C	PURPLE 222C	YELLOW 133C	BLACK C	LIVING CORAL 15-1645
FOUGERE GOURMAND	FRUITY AMBERY	SEA BREEZE SUNSCREEN	FRESH AMBERY	WOODY AMBERY	SPICY FRUITY DARK	FLORAL GOURMAND
TOP: MARIHUANA, ROASTED HAZELNUT, COFFEE, OLIBANUM, CARDAMOM	TOP: MANDARINE APPLE, PINK PEPPER, PEONY	TOP: SEA BREEZE, PINA COLADA, SUNSCREEN, SUN	TOP: AMBRETTE ABS, SWISS STONE PINE OIL, IRIS ABS, MACEAL	TOP: FIR BALSAM, CINNAMON, RUM	TOP: SHINUS MOLLE, OLIBANUM, ROSE, BLACK AMBER TINCTURE	TOP: WHITE AMBER TINCTURE, ORRIS CONC., YLANG-YLANG
HEART: MANGO, GINGER, DAVANA, MAGNOLIA	HEART: LEATHER, ORANGE BLOSSOM, MUGUET, PATCHOULY	HEART: FREESIA, MAGNOLIA	HEART: OLIBANUM, MYRRH, CASHMERE	HEART: THYME, CISTUS OIL, PATCHOULY, CYPRIOL	HEART: PATCHOULY, SPIKENARD, OUD, BENZOE SIAM	HEART: ORRIS CONC., CLEARWOOD, VIOLET JASMINE INDIA
BASE: AMBROXANE, GUAIAK WOOD, LABDANUM, HELIOTROPE	BASE: AMBER CRYSTALS, VETIVER, GARDENIA	BASE: SANDALWOOD, AMBER, OSMANTHUS	BASE: AMBER, NATURAL AMBER TINCTURE, WILD MUSK	BASE: PATCHOULY ALCOHOL, AMBROX, LIMBWOOD	BASE: AMBROXAN, MOSS, AMBER	BASE: ORRIS CONC., ETHYLMALTOL, AMBER, PEACH

HACKING KITS PERFUME.SUCKS

First time in the history of PERFUME.SUCKS you are able to blend your very own juice.

Enough to produce up to 5 bottles of 50 ml Perfume.

Formula of BLACK C and YELLOW 130C

34 Ingredients to be able to create BLACK C and YELLOW 130C

5 Additional Ingredients to create your very own

300 ml of Perfumery Ethanol

3 Empty bottles plus caps and sprays

Tooling to close your bottle, Pipettes



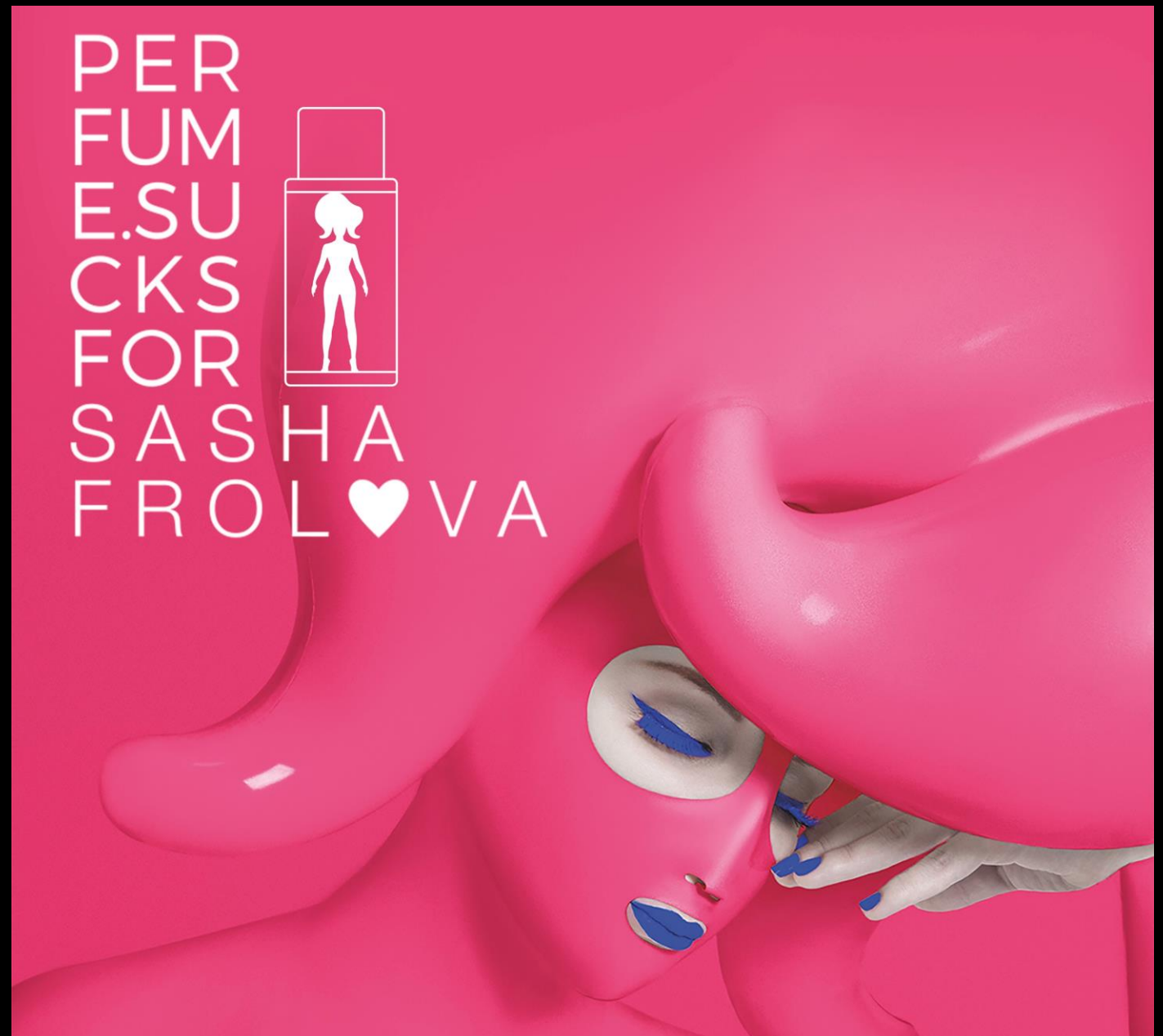
COLLABORATION SERIES PERFUME.SUCKS

The collaboration series allows us to widely think out of the box and invite other artists to team up. While the artist defines the scent direction PERFUME.SUCKS shares its design and packaging. The products are filled in our lab in Zurich Switzerland.

The products are still transparent, the formula visible on the bottle.

The collection is available in 30 and 50 ml.

As first item we collaborated with the amazing artist Sasha Frolova and more collaborations will follow



COLLABORATION SERIES PERFUME.SUCKS

The main theme of PS X SASHA FROLOVA had to be pink, latex, and leather - Sasha wanted a fragrance that would be like a second skin.

Top notes: raspberry, strawberry, grass, black and pink pepper, lemon, and grapefruit

Middle notes: suede, currant, thyme, rhubarb, geranium, rose, gardenia

Base notes: leather, oud, patchouli, nagarmotha, honey, moss, musks



CONSPIRACY LINE PERFUME.SUCKS

With the conspiracy line, launched at Esxence 2023 we want to focus on the real issues in the society all around the globe.

The greatest conspiracy is hidden in plain sight. We want our customers to increase awareness on certain topics. The line consists of following blends:

FLASH / FUEL / WEALTH / LOVE / HUMAN

The fragrances are built on the principles of the Fibonacci Numbers and the ingredients stands in the golden ration to each other.

The products are ready to ship form Switzerland with Love.



CONSPIRACY LINE PERFUME.SUCKS

With FLASH 0021 we focus on the overuse of drugs and the problems in the society caused.

FLASH 0021 is a life changing fragrance like a LSD trip, it gives you a boost like a line of cocaine and is as addictive as Heroine.

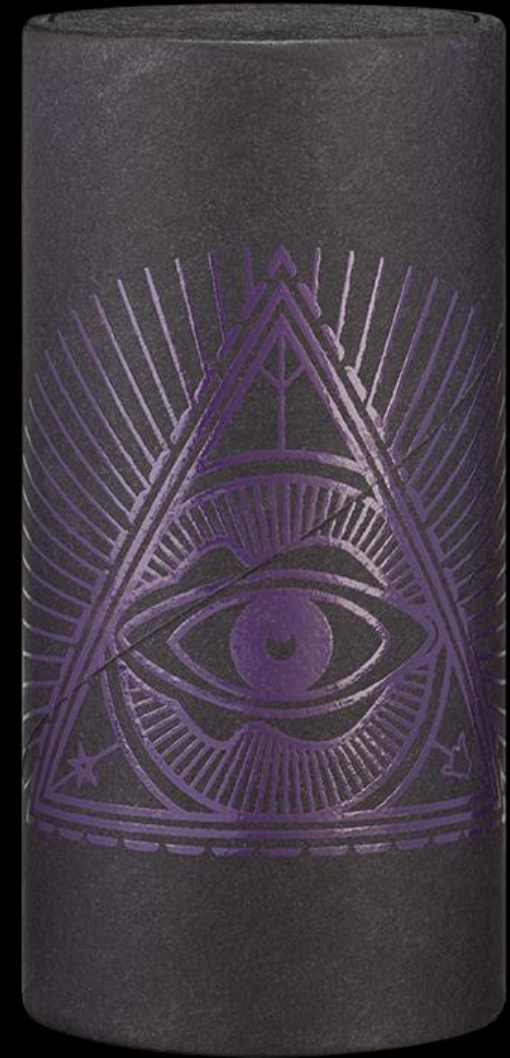
Are you happy now?

#drugs.sucks #behappy

Top: Pepper Sechuan, truffle, popcorn

Heart: rhubarb, rosewood, heliotrope

Base: musk, sandal, dry amber



CONSPIRACY LINE PERFUME.SUCKS

WEALTH 4181 shall keep in mind our different perspectives in life due to various financial situations.

WEALTH 4181 is based on a headspace analyse of fresh printed Swiss francs and wraps the wearer in a luxurious aura.

How much is your soul?

#money.sucks #youareworthit

Top: Swiss francs, orris, mimosa

Heart: orris, musk, heliotrope

Base: orris, musk, sandalwood



CONSPIRACY LINE PERFUME.SUCKS NEW

Being a child again. LOVE 6567 transports us back in time. Sitting between mum and dad in the cinema - with lemonade and popcorn. The feeling of security and unconditional love. Let's remember this love and pass it on - simply every day.

Can you still love?

#hatesucks #lovewins #bekind

Top: popcorn, caramel, tolu

Heart: caramel, tolu, jatamansi

Base: tolu, cypriol, musk



CONSPIRACY LINE PERFUME.SUCKS NEW

HUMAN 0233 reminds us that we are human and should act like humans. The composition is 100% natural and smells of the warmth and closeness of our loved ones. We humans are all the same and need each other. Let us not forget what it means to be human — in the midst of war, hatred or machine algorithms and artificial intelligence.

Are you human?

#racismsucks #aisucks #behuman

Top: ambrette seed, magnolia flower, cistus

Heart: rosewood, cardamomen, vanilla

Base: patchouli, vetivert, labdanum



CONSPIRACY LINE
PERFUME.SUCKS
Behind the scenes

[An introduction from Matev Tudov](#)



SUSTAINABILITY PERFUME.SUCKS

At PERFUME.SUCKS we care about our planet.

While our glass bottles come from north of France and the spray caps from Italy, all other parts are from local productions.

The Cardboard is made in Switzerland also all the printing process happens here. Our caps are produced from Swiss beech wood in a sheltered workshop in the east of Switzerland.

The Perfume compound is produced local and blended with natural Ethanol derived from Swiss sugar beets. We dilute and fill in the heart of Zurich by hand with a small team.

We don't use any UV Filters, Colorants or other critical perfume ingredients such as nitromusks, phtalates or halogenorganics.



TRAINING PERFUME.SUCKS

To fulfill the know how transfer we will support you and your sales team with the right tools.

Our training kits will include 22 Ingredients, naturals but also synthetic ones with a proper description of each perfume. Like this our dedicated sales team will 100% understand the values of our perfumes and will be able to perfectly support your local clients.

Also included are samples of each perfume.

The training can be done via online session but also local in your market.

If you become a reseller you will be an appreciated part of the PERFUME.SUCKS family according our principle of 'sharing is caring' as we know together we can rule the world!



POINT OF SALE PERFUME.SUCKS

In regard of minimizing the perfume sprayed around in Boutique spaces we offer Petri dishes for presentation of our scents. Like this customers can get a first whiff of the scents without spaying them by lifting up the upper part and smell on the glass.

We are aware this style of presentation wont work in every set up but we belive the sales personal will appreciate the lower amount of fragrance in the air.

To catch more attention we offer edible perfumes in the design of the brand.

A lab style presentation with all the ingredients to showcase can be delivered as well to cover the core message of the brand.



CUSTOMIZATION PERFUME.SUCKS

To meet our retailers needs the best we are also able to customize our products so each point of sale can have their very own PERFUME.SUCKS collection.

Customizations are possible from 500 pcs onwards and the creation and production process will take around 3 months.

In the picture there is an example created for IKEA in Switzerland where we created a fragrance inspired by sauna experience from Finland to launch a new collection of bath products.

For customization we still want to stick to our rules like printing the formula and all the aspects of sustainability.



PRICE STRUCTURE PERFUME.SUCKS

Retail Prices:

Color collection:

50ml 98€* and 30ml 72€* Sample kit 25€*

Collaboration series:

50ml 98€* and 30ml 72€*

Conspiracy line:

30ml 144 - 233€*

Hacking kit: on request

At the point of sale we catch attention by using our gourmand orris candies, the first edible perfume or with printouts of the formulas.

*price suggestion including VAT

