



FN by FN  
PERFUMES



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The reform and internationalization of oriental perfumery  
by giving it a modern touch and by spreading and sharing  
unique fragrances throughout history.

F N b y F N developed a unique formula, as well as commit to the  
highest standards with the aim of providing the best products.





Inspired by oriental tradition, F N b y F N will be an authentic brand born from the passion of a couple for the richness and diversity of its ingredients that make up a perfume.

The inspiration of the founders arised from their love for travel and art. They seek to compose and experiment with the aim to make the art of oriental perfumery original and modern.







F N b y F N over the years has developed a reputation for creating excellent products when it comes to perfumery, their perfumes are also well known for their quality, affordability and have become extremely popular. As perfumers we look at the quality of the ingredients and the accord.

**Fragrance remains an emotional purchase!**

Hence, it will always be difficult to rationalise it perfectly but there are some criteria and quality standards F N b y F N can not compromise.





The process of creating a perfume is similar to that of creating music or a painting.  
The trick is knowing what to bring together and how to put them together.

There are no set rules when it comes to creating a perfume; just principles.  
A useful principle is that each component is not inherently important  
in and of itself; it only becomes significant as part of the integral formula and  
its relationships with other components.

Though the fragrances are developed using the same principles as a group,  
each one reflects the ideals of a well-known brand as well as ultimately  
itself. Each perfume is a small, stand-alone work of art, even without the brand name.



Memories  
Collection



Art  
Collection



Passion  
Collection



Home  
Fragrances



Body  
& Hair Mist



Oud  
Collection



Oud  
Burner



Gift  
Set





Bukhour  
Set

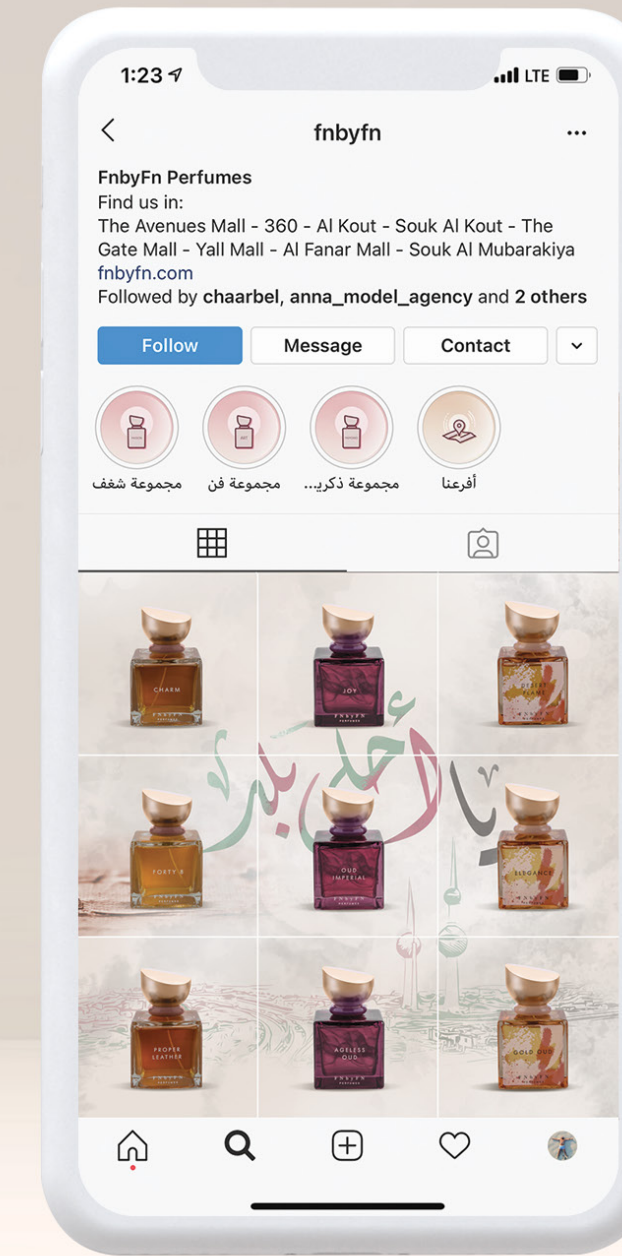




Communication is a key element which requires a careful use of traditional media and a keen interest in new media; F N b y F N has generated a new strategy which includes the reorganization of all global distribution activities with the aim to explore and foster new paths that will eventually become one with the soul of the company.

In order to enhance the Brand's presence in the various media channels and to guarantee full exposure, closer links were established with the national and international press, a new website with an e-commerce platform was launched and the presence of the company in the main social media sites was reinforced and became more present.

Instagram



Outdoor Campaigns



Online Banner





## Booth Concept

A new inspirational meeting point that offers a multisensorial experience for those in search of unique and special stimulations.

The showrooms, located in **The Avenues - The Gate Mall - Al Fanar Mall - Yaal Mall - 360 Mall - Al Kout Mall - Mubarakiya - Souk Al-Kout**, in the most luxurious malls in Kuwait.

The Boutique where customers can try various fragrances in a pleasurable, harmonious environment.

A multisensory space that embraces the values of the brand and its products through the selection of materials and the way they are combined, leaving the client with an unforgettable experience.



Shop  
Concept

الأنفيسور  
THE AVENUES





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