

FRAU TONIS **PARFUM**
BERLIN



UNISEX. MADE IN BERLIN

Press Kit

SCENT AS INSPIRATION

To let fragrances speak for themselves and to understand scents as inspiration – without any campaigns and ornamental prominence: this is the philosophy of **FRAU TONIS PARFUM**.

In 2009, Stefanie Hanssen and Christoph Niedermeier founded **FRAU TONIS PARFUM** in Berlin. They exclusively offer their crafted perfumes to the luxury segment: the so-called ‘Niche perfumes’. The simple and elegant look of the flacons and the strict, Bauhaus-oriented packaging further reflects their philosophy of ‘less is more’. Their customers deliberately buy luxury in the sense of ‘understatement’.





SCENT WORKSHOPS

With their puristically furnished Berliner "scent workshops," the owner of **FRAU TONIS PARFUM** has created a unique place of calm and tranquility, where perfume aficionados can be inspired by their fragrances. A visit to the elegant minimalist store in Berlin near Checkpoint Charlie is considered as "a poetic stroll through the sensual understorey of your own past".



UNISEX.

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The fragrance range is unisex and spans from the natural "Linde Berlin," to the effervescent and invigorating "Berlin Summer" to the eccentric "Violet," which enthralled the legendary Marlene Dietrich in the 1920s. Fragrance "No. 21 Berlin" is an olfactory homage to the lively city of Berlin: modern, spirited and creative.

By now **FRAU TONIS PARFUM** is considered as the hotspot for extraordinary scents. Here, fragrance aficionados from all over the world come to create their own customized perfume. "Bespoke perfumes" are part of the mega-trend of niche-perfumeries. Many fragrances are also vegan.

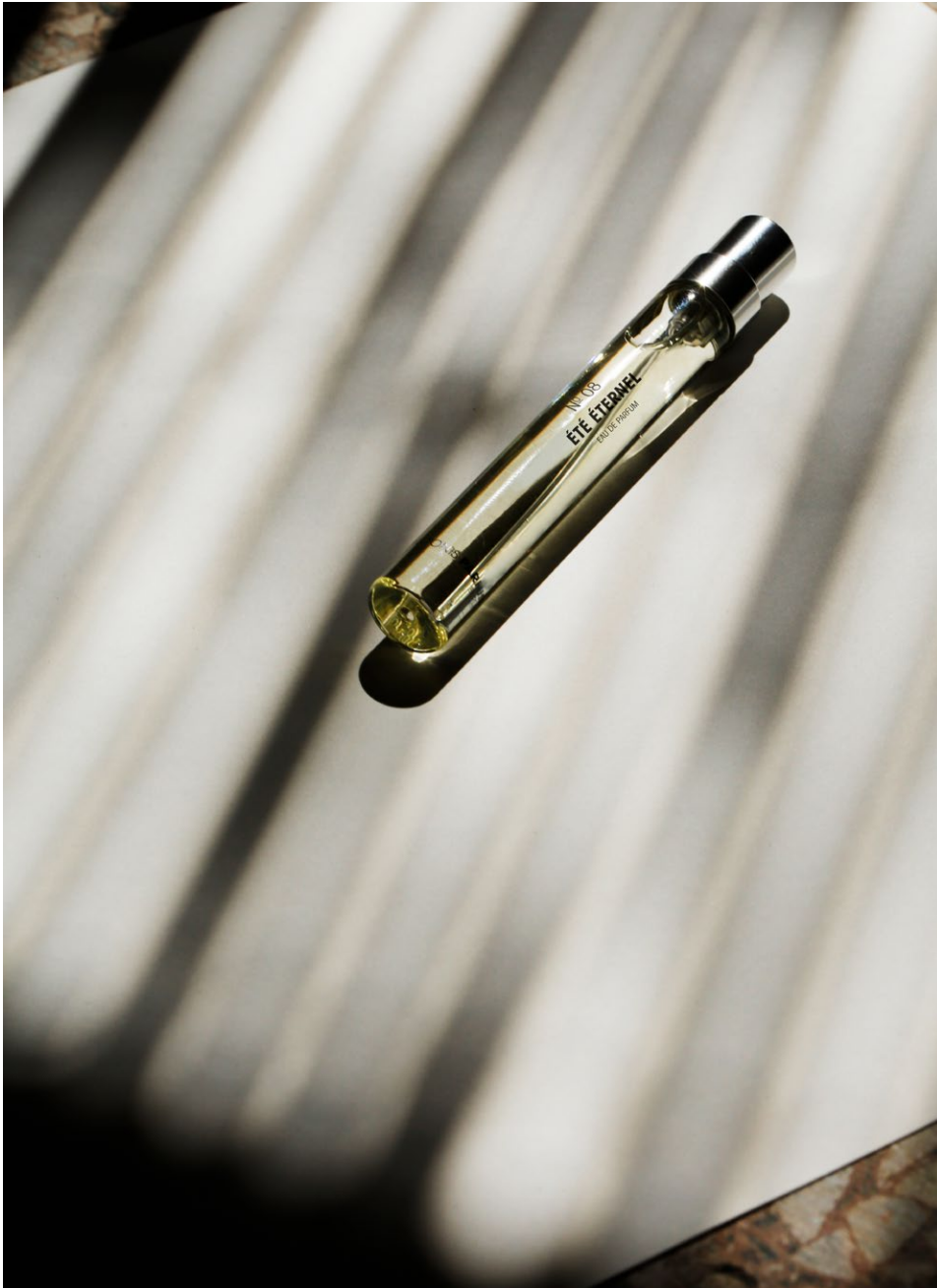
FRAU TONIS WORLD



Wichtig ist, wie ein Duft getragen wird.

AM BESTEN SELBSTBEWUSST.

FRAU TONIS WORLD



Duft ist keine Paarungshilfe.

DUFT IST UNSER AUSDRUCKSMITTEL.

PROJECTS / CORPORATE SCENTS



– Exceptional Architecture - translated into fine aromas.

BRANDLHUBER & PETZET

– Mémoire de Pétrole fragrance for

VOLKSWAGEN

– EURO DAY 2016 event fragrance for

ADIDAS

– 60th year anniversary and product launch whispers of color by

SONY

– Berlin, München, Hamburg

KADEWE GROUP

COOPERATIONS AND EVENTS

The Ritz-Carlton, Berlin

The Fragrance Bar of The Ritz Carlton, Berlin celebrates the new signature drink „Adventure“ in 2019, created by the bar manager Arnd Heissen in cooperation with **FRAU TONIS PARFUM**. Arnd Heissen's personal FRAU TONIS' fragrance has also been included in the hotel's „Hall of Fame“.



Marina Hoermanseder

Berlin Fashion Week 2018:

The new statement scent

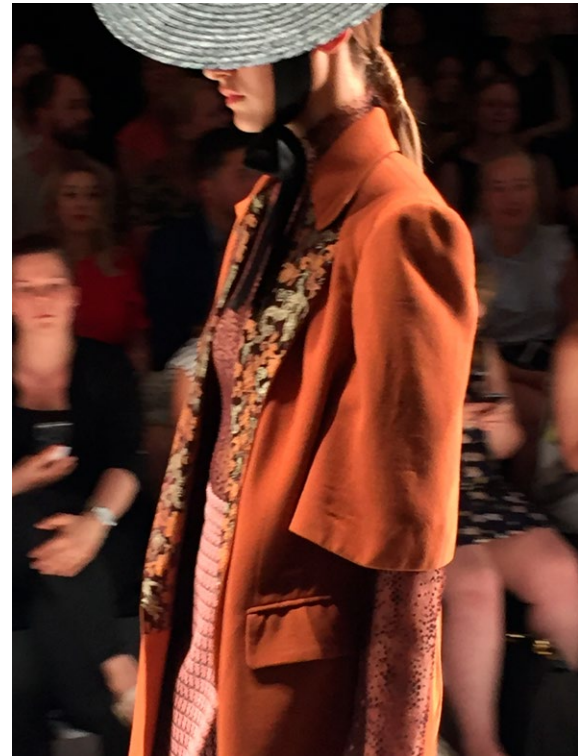
No. 33 VILD from

FRAU TONIS PARFUM

Perfectly suited the Viennese Designer's collection and was placed in the front row's goodie bags.

MBFW SS19: Goodies

At the Mercedes-Benz Fashion Week Berlin 2019 **FRAU TONIS PARFUM** gave away over 2000 goodies at shows and events.



Danny Reinke

The show of Danny Reinke played with shapes, colors and detailed ornaments.

As his personal favorite fragrance he chose No. 05 Aventure. He also integrated his fragrance into the Goodie-bags of his guests.



Kilian Kerner

The designer Kilian Kerner was inspired by **FRAU TONIS'** woody scents and composed his individual fragrance based on No. 22 Hamburg and No. 18 Bogota Berlin.



Ivan Mandzukics

The design creations of Ivan Mandzukics were presented on static mannequins and sprayed with his personal selected **FRAU TONIS'** fragrance No. 18 Bogota Berlin.

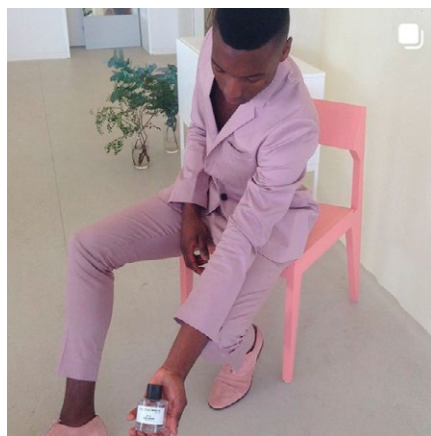
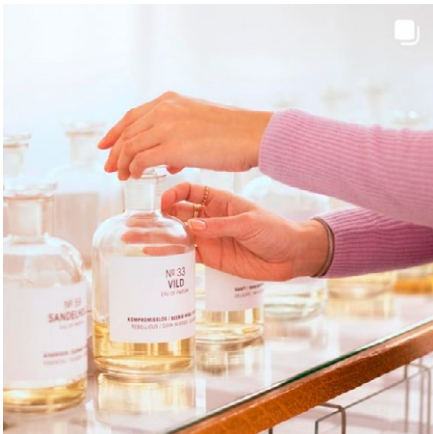
Marcel Ostertag

The German designer Marcel Ostertag fell in love with the fragrance No. 08 Été Éternel of **FRAU TONIS PARFUM** and sprayed his catwalk with it. The opulent, sensual perfume atmosphere underlined the motto of the show: Love for All!

Presented with the Fragrance Bar **FRAU TONIS PARFUM** paid attention to the guests with inspiration and a perfume refreshment for the evening.

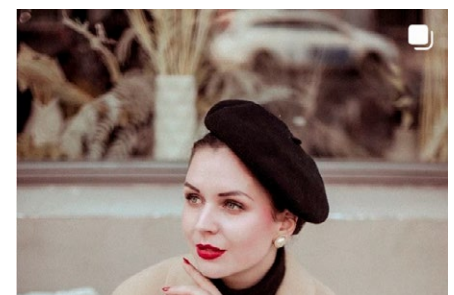


FRAU TONIS ON INSTA



»Duft ist anziehend. Aber
Duft ist nicht dazu da, andere
anzuziehen.«

- Stefanie Hanssen



FRAU TONIS IN THE PRESS

ELLE

THIS IS THE MOST BEAUTIFUL SCENT FOR WINTER

Legend has it that the Egyptian queen Cleopatra let a different scent create every day – unfortunately, we do not have the means for that.

On average, Germans buy about three fragrances a year. The season plays a major role. While in summer people tend to prefer fresh and fruity compositions, winter can be a bit warmer and heavier.

Frankfurter Allgemeine Zeitung

A WALK IN THE RICE FIELDS

Sometimes a perfume captures the spirit of the times before it really becomes visible. At least that is the case with „No. 16 Jardin Vertical“ by the Berlin perfume manufacturer Frau Tonis. When in „normal“ years numerous perfume lovers from all over the world come to Stefanie Hanssen’s perfumery to sniff through her creations, in this completely abnormal year, it is time to make a trip to the gardens of this world with a fragrance creation. Because what else do you long for after weeks in the home office and long walks through the big cities?

Süddeutsche Zeitung

EVERYTHING FOR THE SUMMER

The scents of this summer smell like fresh laundry. Several manufacturers have launched new creations designed to remind us of the smell of bright white sheets fluttering in the wind - This association is suggested by the names alone: „Blanche“ from by Byredo or „Warm Cotton“ by Clean. Not to forget Berlin’s chic fragrance manufacturer, even if an innocent and clean aroma is not necessarily what one associates with the city.

The Daily Telegraph / Uk

ON THE TRACK TO THE RIGHT SCENT...

I buy perfume only when traveling, both for sentimental as well as for budget reasons. I remember the first perfume I bought in Lisbon: a breeze from that fragrance brought back memories of the atmosphere there, of the artistic mosaic pavement in Baixa, of the proximity to the sea and of my first adult purchase.

RESELLERS

Vienna, Basel, Amsterdam and many more: numerous stores carry scents from **FRAU TONIS PARFUM**.



Berlin

H&M MITTE GARTEN

Berlin

KADEWE

Berlin

DAS STUE

Würzburg

SKAND STORE

Köln

SHIPSHEIP

Zürich / Switzerland

NORKIND

Basel / Switzerland

OOID STORE

Kungsbacka / Sweden

HJERONYMUS SALONGEN

CONTACT INFORMATION

**EXQUISITELY CRAFTED PERFUME
MADE IN BERLIN**

KONTAKT

FRAU TONIS PARFUM

Zimmerstrasse 13
(Checkpoint Charlie)
10969 Berlin
Germany

www.frau-tonis-parfum.com

+49 (0) 30 20 21 53 10

post@frau-tonis-parfum.com

Press & cooperations

post@frau-tonis-parfum.com

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Store Berlin

Zimmerstr. 13 (near Checkpoint Charlie) / Mon - Sat 10 - 18 h / frau-tonis-parfum.com