



## Press Release

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**Brand:** MIST 1000 Parfums

**Network:** MIST 1000 Parfums

**Text:**

### *A new trend of perfumery...your selective scents*

Perfume business is so prevalent in France, viewed as the country of perfumes. On the contrary, in Thailand, we mostly find fragrances only at renowned department stores.

After having learned and researched Thai consumer behaviors for over 2 years, Mr. Frederick Besson, the Managing Director of Bel Retail Co., Ltd, has decided to open MIST 1000 Parfums which is the sole perfumery in Thailand at Esplanade before expanding new branches at Central Ladprao, Central Bangna, Central Plaza Chiangmai Airport, The Avenue pattaya, and the latest Fashion Island. The shop concept is predominantly expressed through the red and white colours. Mr. Frederick stated that the red, an eye-catching colour, symbolizes romance as well as fashion.

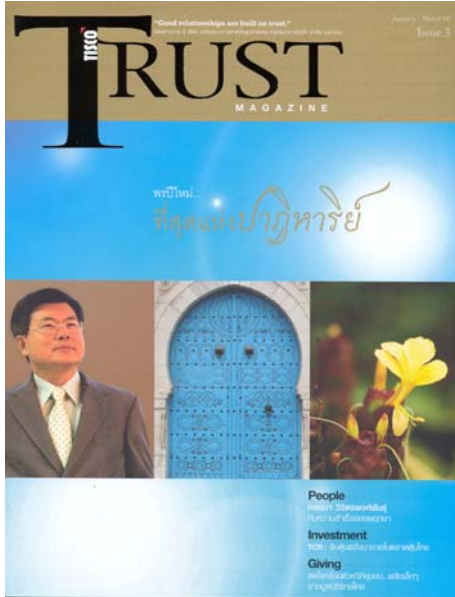
More than 120 famous fragrances such as Christian Lacroix, Fragonard including new lines of French perfumes are well-arranged in spacious shops. All scents are categorized for you to experience. MIST informs you the fragrance family so that customers could easily decide to purchase perfumes. Because the company knows that it is not just brand conscious, to purchase a perfume is related to customer's characteristics.

During this special moment, people are looking for a special gift for special person. MIST 1000 Parfums cordially offers you Discovery Set containing 9 perfume samplings of world-class fragrances for both men and women. The box contains a voucher for exchanging a real size of perfume ( you can select your favorite one among 9 items) exclusively at MIST 1000 Parfums shops.





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