

THE  
ORANGE ■ SQUARE  
COMPANY

Distributors of *niche & premium* selective distribution fragrances

**The Orange Square Company** was founded in 1991 by the owners of the celebrated London fragrance specialist boutique “Les Senteurs” to provide wider distribution for some of the perfume houses whose products they imported. In 1992, Orange Square began to work with a little known perfumer by the name of Creed and helped it to grow into one of the best selling niche fragrance brands in the UK.

Orange Square has gradually added an exciting range of niche and prestige limited distribution fragrance brands to its portfolio. Each is distinguished by a special attribute – be it a concept, a fascinating history or heritage, or the quality and creativity of their products – which sets them apart from the majority of fragrance brands. For retailers looking to introduce a selection of exclusive fragrances which offer an alternative to mainstream mass-distributed brands, The Orange Square Company provides a one stop shop.

Orange Square continues to be a family-owned business dedicated to nurturing and developing high quality traditional and contemporary fragrance brands through selective distribution channels.

## **Brand Portfolio**

- Creed (since 1992)
- E. Coudray (since 1999)
- Caron (since 2003)
- Lalique Parfums (since 2009)
- Juliet Has a Gun (since 2010)
- Costume National (since 2010)
- L.T. Piver (since 2010)

## **Distribution**

The Company distributes its brands through the best independently owned perfumeries and lifestyle stores as well as large department stores and store groups including:

- Harrods
- Selfridges
- Harvey Nichols
- Liberty
- Fortnum & Mason
- John Lewis Partnership
- House of Fraser
- Fenwick
- Hoopers
- Bentalls
- Jarrold
- Brown Thomas (Ireland)

## **Human Resources**

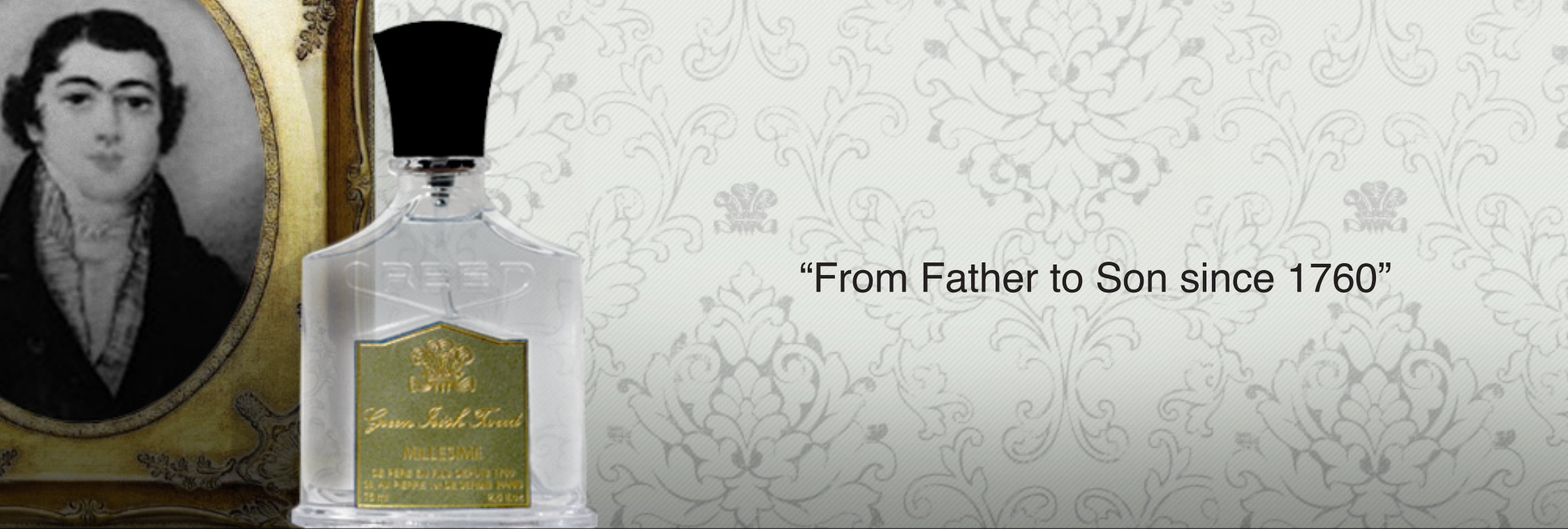
The Company has 28 employees including experienced sales and marketing teams and 18 full time in-store sales consultants.

## **Logistics**

The Company operates its own 275 sq. m warehouse with 3 full time staff which provides an exceptionally efficient service. Orders are usually shipped within 24 hours of receipt.

## **Public Relations**

The Company has a long standing relationship with Profile PR which has established itself as the premier PR agency representing high quality



“From Father to Son since 1760”

## CREED

From Heads of State to stars from the worlds of film, music and sport, CREED's client list reads like an international Who's Who.

Over the years the CREED family has produced over 200 perfumes, all original and hand-made, all testifying to a unique creative spirit that has been passed from father to son through seven generations.

[www.creedfragrances.co.uk](http://www.creedfragrances.co.uk)





“The Art of wearing CARON today”

## CARON

CARON perfumes have represented luxury and tradition for over a hundred years. Since 1904, CARON has maintained its status as a legend of French luxury. Today CARON is the guardian of the traditional arts and methods of “Haute Parfumerie”.

CARON is one of the few companies with its own house nose. Richard Fraysse combines immense respect for the tradition of the house with an imagination that carries CARON forward with dazzling new creations of his own. All CARON fragrances are based on the most exclusive raw materials and the finest resources of modern technology.

[www.parfumscaron.com](http://www.parfumscaron.com)

**CARON**  
P A R I S



“A new concept of luxury brand”

## CoSTUME NATIONAL

This range of fragrances represents the natural olfactory translation of the CoSTUME NATIONAL style. Seven structured and sensual fragrances, all unique, modern and timeless creations with a distinct and definite character.

Fragrances that do not impose themselves but significantly change according to the type of the skin of the wearer. Fragrances that reinterpret the noblest ingredients of perfumery – amber, sandalwood, patchouli, saffron – to become the essence of femininity. The pure and sensual bottles have been sculpted by Ennio Capasa, founder of and creative force behind the fashion house.

[www.costumenational.com](http://www.costumenational.com)

# CoSTUME NATIONAL



“The boudoir spirit  
contemporary style”

## E. COUDRAY

E.COUDRAY boasts a classical and elegant range of fragrances inspired by the original perfumes created by Edmond Coudray at the time of the reign of Louis XVII of France. By 1850, Coudray was supplying most of the Royal and Imperial families of Europe with their superb products.

The complete range includes eaux de toilette, perfumed body oils, rich body creams and foaming bath creams in luxurious and very feminine “boudoir” style packaging.

[www.coudray-parfumeur.com](http://www.coudray-parfumeur.com)

**E. COUDRAY**  
PARIS



“The heroine of Shakespeare returns...  
more determined than ever!”



## JULIETTE HAS A GUN

From NYC to Paris, LA or Berlin... little Juliette intrigues the world. Armed with her perfume, the Shakespearean heroine goes wild. Juliette Has a Gun specialises in rose perfumes. Fragile but thorny, this romantic flower is open to many interpretations.

Classy and sophisticated in “Lady Vengeance”, she can also appear sweet and fragile with “Miss Charming”. But beware of appearances... Juliette’s ambition is to break new ground in the perfumery world by creating not only romantic but cutting edge, rock & roll perfumes.

[www.juliettehasagun.com](http://www.juliettehasagun.com)





“Sculptor of Light, creator of  
Fragrances”

## LALIQUE

Lalique, the world's only “Parfumeur Cristallier” owes its origins to René Lalique, the innovative jewellery designer who first gained fame in the 1880's with magnificent bespoke art nouveau creations. His imagination inspired a huge body of work, including bowls, vases, statuettes, and perfume flacons which are still today a very rich source of inspiration for new creations.

Lalique develop fragrances which have an authentic signature and uniquely designed bottles, inspired by the original creations of René Lalique.

[www.cristallalique.fr](http://www.cristallalique.fr)

LALIQUE  
PARFUMS



“From the court of Louis XVI  
through to the twenty first century”

## L.T. PIVER

L.T. PIVER, synonymous for over two centuries with incomparable expertise and elegant perfumes, continues to be the incarnation of a world of seduction, dreams and emotions. Since the House's sensational debut as perfume supplier to Marie Antoinette in 1774, L.T. PIVER has successfully married the classic to the modern, and the traditional with the most avant-garde.

This L.T. PIVER range is dedicated exclusively to men with 4 fragrances themed around classically masculine raw materials: leather, spice, cedar and vetiver.

[www.piver.com](http://www.piver.com)

PARFUMS



L.T. PIVER  
PARIS

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