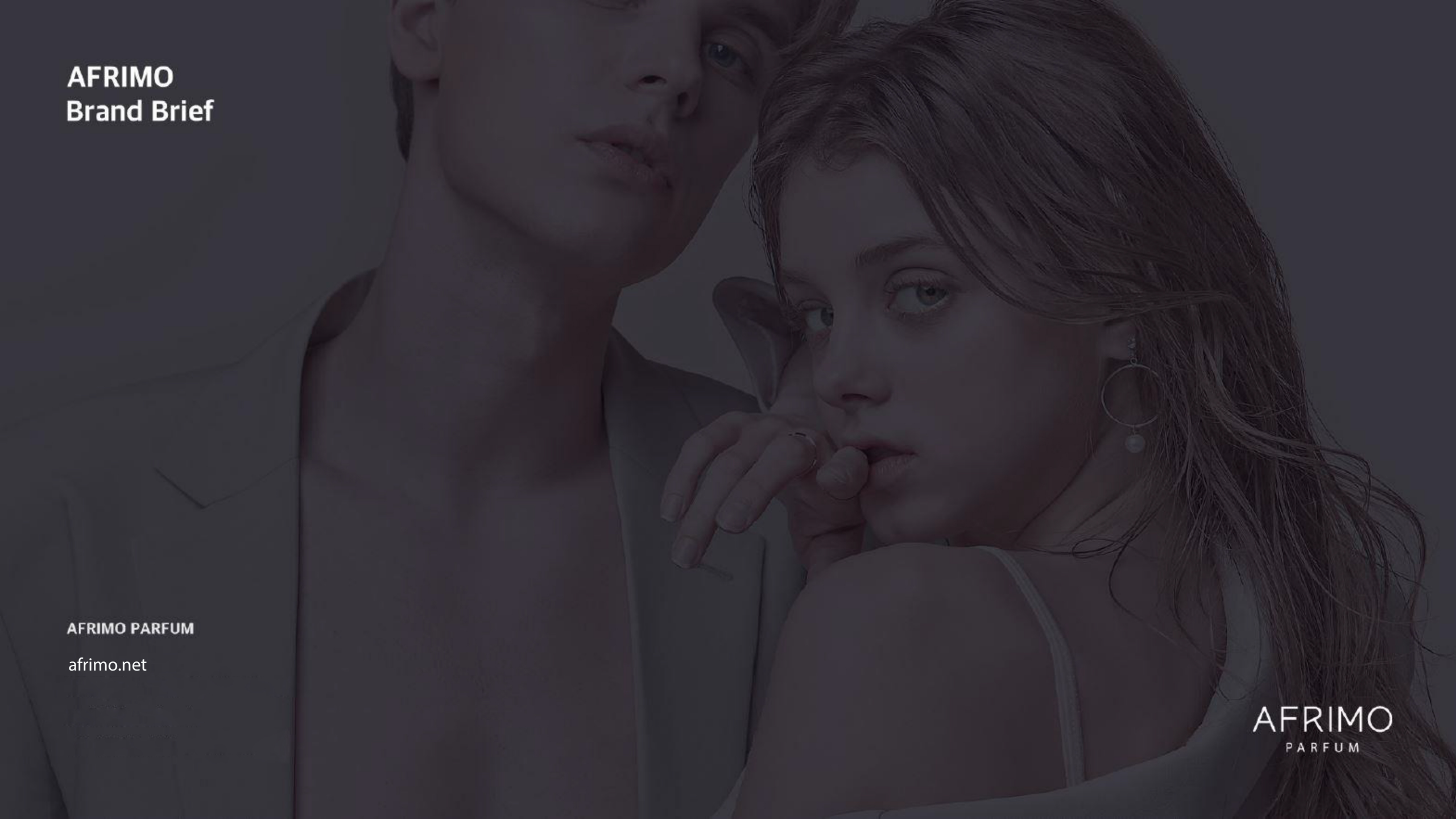




AFRIMO

Brand Brief

AFRIMO PARFUM

afrimo.net

AFRIMO
PARFUM

About

- 1 Introduction of Brand & History of Brand
- 2 Introduction of Products
- 3 AFRIMO in Media
- 4 AFRIMO in Offline



1-1 Introduction of Brand

The Fragrance of Everything you imagined —

" The Fragrance of Everything you imagined "

"AFRIMO" means "First" in Latin and have a meaning of Brand emotionalizing the fragrance for the most precious moment of the first meeting. Like the moment of Journey to find a beautiful place, Sweet Love and the moment you want to recall who you missed, AFRIMO realistically reproduces all the fragrances in your imagination that can be harmonized with every moment you can encounter in your life.

2013

2013.07
Brand Launch

2013.12
AFRIMO Hand-Cream Launch

2014

2014.05
AFRIMO Sun-Block Launch

2014.07
Ranked No. 1 in Cosmetic Category of Ranking.com

2015

2015.06
New Product "Hot Stuff" Launch
Casting Club DJ DOSA, LIMJI as Brand model

2015.07
Entering Drug store "Art-Box"

2015.08
"AFRIMO-Romantic" Launch

2015.10
"AFRIMO-Midnight" Launch

2015.12
"AFRIMO-Original" Launch

2015.12
Entering K-LIVE Gift shop
shop in Dongdaemoon Hologram exhibit hall

2016

2016.03
"AFRIMO – Original Hand Cream" Launch

2016.04
K-POP Singer MightyMouse-NICE2MEETU Music Video Official Sponsorship

2016.07
K-POP Singer Jay Park-Ain't No Party Like an AOMG Party Music Video Official Sponsorship

2016.07
K-POP Singer MightyMouse-SangChoo-So Hot Music Video Official Sponsorship

2016.08
"AFRIMO-Hair Products" Launch (Wax, Pomade, Spray, Essence)

2017

2017.11
Participating Export Consultation of Russian Market Pioneer as the first perfume brand in Korea

2017.12
Attracting a million views on AFRIMO Audiovisual contents uploaded on Youtube.

soon:zin

2018

2018.03
"AFRIOM – NewFace Magic Concealer" Launch

2018.05
Awarded "2018 Hi-Seoul – The Excellent Company brand of Seoul"

2018.08
'Signing with K-POP Singer 9 Muses-GyungLi for casting branded audiovisual contents.

2018.10
Entering Pound shop "Pierrot Mall"

2018.11
Entering Drug store "Lohbs"

2018.12
"AFRIMO – Gold" Launch

2019

2019.03
AchievingNo.1 Perfume brand in Korea Perfume Brand Reputation survey

2019.05
Starting Overnight delivery sevice covering entire Seoul city

2019.07
'Signing with K-POP Singer 9 Muses-GyungLi for casting branded audiovisual contents.

2019.07
Entering Drug Store "Olive young"

2019.08
"AFRIMO – THE BODY" Launch

2 INTRODUCTION OF PRODUCTS

AFRIMO Product Line up

AFRIMO Perfume Line up



The body
Homme&Femme



Original Season1
Homme&Femme



Gold
Homme&Femme



Original Season2
Homme&Femme



Classic
Homme&Femme



Nostalgia
Homme&Femme



Romantic
Homme&Femme



Romantic Twister
Homme&Femme



Hot Stuff
Homme&Femme



Hot Stuff Twister
Homme&Femme



Midnight
Homme&Femme



Midnight Twister
Homme&Femme

AFRIMO

2 INTRODUCTION OF PRODUCTS

AFRIMO Product Line up

Hair, Body, Make-up products Line up



Original Perfume Hand
Cream Homme&Femme



Addict Girl Perfume
Hair Oil Essence



Attraction All in One
Healing&Appeal



Ubersexual Perfume Mat Wax



Drag&Freeze Perfume Hair Spray



New Face Magic Concealer
/ No. 1,2,3

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO The body

Comfortable and Soft Fragrance like body odor



AFRIMO The body Homme 50ml

The body Homme reminds the body odor of soft man.

Top Note

Tangerine,
Nutmegily

Middle Note

Lily, Violet,
Rose

Base Note

Musk, Cedarwood,
Vanilla, Amber



AFRIMO The body Femme 50ml

The body Femme reminds the body odor of natural and feminine woman.

Top Note

Peach, Plum,
Cassis, Apple,
Bergamot, Lemon

Middle Note

Orchid, Lily,
Rose, Violet,
Freesia

Base Note

Musk, Sandalwood

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Original

The fragrance of Pure romance

AFRIMO Original Homme 50ml

AFRIMO Original Homme reminds an image of the man who is warm and tidy.

Season1



Top Note	Middle Note	Base Note
Mandarin, Bergamot, Basil, Peppermint	Cardamom, Lily, Lotus Flower, Geranium	Oriental Woody, Musk

Season2



Top Note	Middle Note	Base Note
Grapefruit, Mandarin, Basil, Peppermint, Bergamot, Lemon	Lotus Flower, Geranium, Cardamom, Lily	Powdery Musk, Cedar wood, Patchouli

AFRIMO Original Femme 50ml

AFRIMO Original Femme reminds an image of the woman who is modest and charming.

Season1



Top Note	Middle Note	Base Note
Lemon, Apple, Blackcurrant, Peach	Peony, Rose, Muguet	Musk, White Amber

Season2



Top Note	Middle Note	Base Note
Peach, Plum, Cassis, Apple, Bergamot, Lemon	Orchid, Lily, Rose, Violet, Freesia	Musk, Sandalwood

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Gold

Bold and Glamorous fragrance



AFRIMO Gold Homme 50ml

AFRIMO Gold Homme reminds an image of the man who is luxurious and warm.

Top Note
Citrus,
Bergamot

Middle Note
Freesia, Lily,
Cyclamen

Base Note
Amber, Musk,
Sandalwood



AFRIMO Gold Femme 50ml

AFRIMO Gold Femme reminds an image of the woman who is luxurious and gorgeous.

Top Note
Gardenia

Middle Note
Heliotrope,
Vanilla

Base Note
Musk, Sandalwood,
Cedarwood

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Romantic

The fragrance of Romantic Love

AFRIMO Romantic Homme

AFRIMO Romantic Homme reminds an image of the man who is active and lovely.

Season1(Twister) : 20ml*2ea

**Top Note**Bergamot, Lime
Mint**Middle Note**Green apple,
Sea Water**Base Note**Sandalwood,
Oakmoss, Musk

Season2(Bottle) : 50ml

**Top Note**Bergamot, Lime
Mint**Middle Note**Green apple,
Sea Water**Base Note**Sandalwood,
Oakmoss

AFRIMO Romantic Femme

AFRIMO Romantic Femme reminds an image of the woman who is fresh and lovely.

Season1(Twister) : 20ml*2ea

**Top Note**Lemon, Mandarin,
Citrus, Pear,
Apple, Green note**Middle Note**Orchid,
Rose Blossom**Base Note**Sandalwood,
Cedarwood,
Musk

Season2(Bottle) : 50ml

**Top Note**Lemon, Mandarin,
Citrus, Pear,
Apple, Green note**Middle Note**Orchid,
Rose Blossom**Base Note**Sandalwood,
Cedarwood,
Musk

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Hot stuff

Enticing Fragrance

AFRIMO Hot Stuff Homme

AFRIMO Hot Stuff Homme reminds an image of the man who is intense and sexy.

Season1(Twister) : 20ml*2ea

**Top Note**

Bergamot,
Mandarin,
Lemon

Middle Note

Ginger,
Jasmine,
Patchouli

Base Note

Sandalwood,
Musk

Season2(Bottle) : 50ml

**Top Note**

Bergamot,
Mandarin,
Lemon

Middle Note

Ginger,
Jasmine,
Patchouli

Base Note

Sandalwood,
Musk

AFRIMO Hot Stuff Femme

AFRIMO Hot Stuff Femme reminds an image of the woman who is charming and sensual.

Season1(Twister) : 20ml*2ea

**Top Note**

Bergamot,
Mandarin,
Orange Blossom

Middle Note

Mimosa,
Jasmine, Rose,
Ylang Ylang

Base Note

Patchouli,
Tonka bean,
Vetiver, Musk

Season2(Bottle) : 50ml

**Top Note**

Bergamot,
Mandarin,
Orange Blossom

Middle Note

Mimosa, Jasmine,
Turkish Rose,
Tube Rose
Ylang Ylang

Base Note

Patchouli,
Vetiver,
Powdery Musk

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Midnight

Fatal attractive fragrance

AFRIMO Midnight Homme

AFRIMO Midnight reminds an image of the man who is gentle and sexy.

Season1(Twister) : 20ml*2ea



Top Note	Middle Note	Base Note
Bergamot	Lavender, White Floral	Musk, Vanilla, Tonka Bean

Season2(Bottle) : 50ml



Top Note	Middle Note	Base Note
Bergamot	White Floral	Vanilla, Tonka Bean

AFRIMO Midnight Femme

AFRIMO Midnight Femme reminds an image of the woman who is sexy and luxurious.

Season1(Twister) : 20ml*2ea



Top Note	Middle Note	Base Note
Bergamot, Lemon	Lavender, White Floral	Cedarwood, Vanilla, Musk, Tonka bean

Season2(Bottle) : 50ml



Top Note	Middle Note	Base Note
Bergamot, Lemon	Lavender, White Floral	Musk, Vanilla, Tonka Bean

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Classic

Gentle and Noble fragrance



AFRIMO Classic Homme 50ml

AFRIMO Classic Homme reminds an image of the man who is pure and benevolent.

Top Note
Bergamot,
Peach

Middle Note
Rose, Lily,
Geranium

Base Note
Musk, Vetiver



AFRIMO Classic Femme 50ml

AFRIMO Classic Femme reminds an image of the woman who is gentle and elegant.

Top Note
Bergamot,
Lemon

Middle Note
Rose, Magnolia,
Green Tea

Base Note
Musk, Amber,
Woody

2 INTRODUCTION OF PRODUCT PERFUME



AFRIMO Nostalgia perfume

AFRIMO Nostalgia

The fragrance of longing and sorrow



AFRIMO Nostalgia Homme 50ml

AFRIMO Nostalgia Homme reminds an image of the man who is mellow and cozy.

Top Note

Sage, Lemon,
Lavender

Middle Note

Patchouli,
Nutmeg,
Black Pepper

Base Note

Vanilla,
Sandlewood,
Musk, Vetiver



AFRIMO Nostalgia Femme 50ml

AFRIMO Nostalgia Femme reminds an image of the woman who is heartwarming and nostalgic.

Top Note

Mandarin, Orange,
Bergamot, Lemon

Middle Note

Iris,
Blackcurrant,
Rose, Peach

Base Note

Patchouli,
Musk

2 INTRODUCTION OF PRODUCT FACIAL CARE



AFRIMO All-In-One

Functional multi-skin care that balances oil and moisture on sensitive man's skin



AFRIMO Attraction All in one Healing & Appeal 50ml*2ea

The subtle scent of AFRIMO Attraction All in one, like perfume, appeals to your charm and gives you healing in your heart.

Feature point

The Smart all-in-one cosmetic for men that simply solve complex skin care processes.

Healing

The Comfortable aroma of natural essential oil that soothes the tired mind as if walking through a forest
(tone + emulsion + essence, Wrinkle improvement and Brightening effect)

Appeal

Warm and cozy white musk fragrance that adds depth to your charm.
(tone + emulsion + essence, Wrinkle improvement and Brightening effect, UV protection)

2 INTRODUCTION OF PRODUCT BODY



AFRIMO Original hand cream

Delicate feeling transferred from finger tip



AFRIMO Original perfume hand Cream Homme 50g

AFRIMO Original perfume hand cream homme is made with a perfume imagined soft, dandy and charming man.

Top Note
Lemon, Orange

Middle Note
Jasmine,
Rose, Iris

Base Note
Vanilla,
Tonka Bean,
Musk



AFRIMO Original perfume hand Cream Femme 50g

AFRIMO Original perfume hand cream femme is made with a fresh and floral perfume imagined graceful and charming woman.

Top Note
Lemon, Peach,
Blackcurrant

Middle Note
Peony, Rose,
Muguet

Base Note
Musk, Amber

2 INTRODUCTION OF PRODUCT HAIR



AFRIMO Hair Essence

SHINY HER HAIR WITH SWEET PERFUME



AFRIMO Addict girl perfume hair oil essence 120ml

AFRIMO Addict girl perfume hair oil essence is made with a perfume imagined lovely girl with flower fragrance.

Top Note
Orange,
Grapefruit

Middle Note
Jasmine,
Iris

Base Note
Musk

2 INTRODUCTION OF PRODUCT HAIR



AFRIMO Hair Wax

POWERFUL SETTING, DO NOT ALLOW ANY DISHEVEL



AFRIMO Uber sexual mat perfume wax 100g

AFRIMO Uber sexual mat perfume wax is made with a perfume imagined fresh and luxurious man.

Top Note
Lemon,
Bergamot

Middle Note
Ocean Breeze

Base Note
Amber, Musk

2 INTRODUCTION OF PRODUCT HAIR



AFRIMO Hair Spray
STRONG HAIR FIX, NOBODY CAN'T RUIN



AFRIMO Drag & Freeze perfume hair spray 200ml
AFRIMO Drag & Freeze perfume hair spray is made with a perfume imagined cool and neat man.

- | | | |
|---------------------------------------|------------------------------------|---------------------------------|
| Top Note
Lemon,
Bergamot | Middle Note
Ocean Breeze | Base Note
Amber, Musk |
|---------------------------------------|------------------------------------|---------------------------------|

2 INTRODUCTION OF PRODUCT MAKE UP



AFRIMO Concealer

5-FREE MILD INGREDIENTS, NATURAL SKIN TONE-UP



AFRIMO New face magic concealer No. 1,2,3

This is stick-type concealer that has 3 colors and is suitable for men's skin and is possible to fully – care skin trouble with its nature extracts ingredients.

No 5 harmful
Ingredients added

Care skin trouble
From nature extracts

Stick-type
Handy for everyone

**Cover-up trouble and
Beard**

3 AFRIMO IN MARKETING

Marketing with
On-Line and PPL

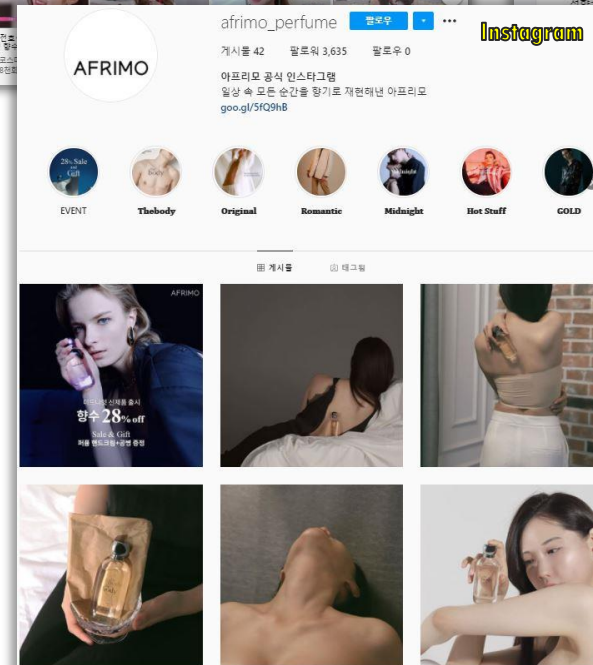
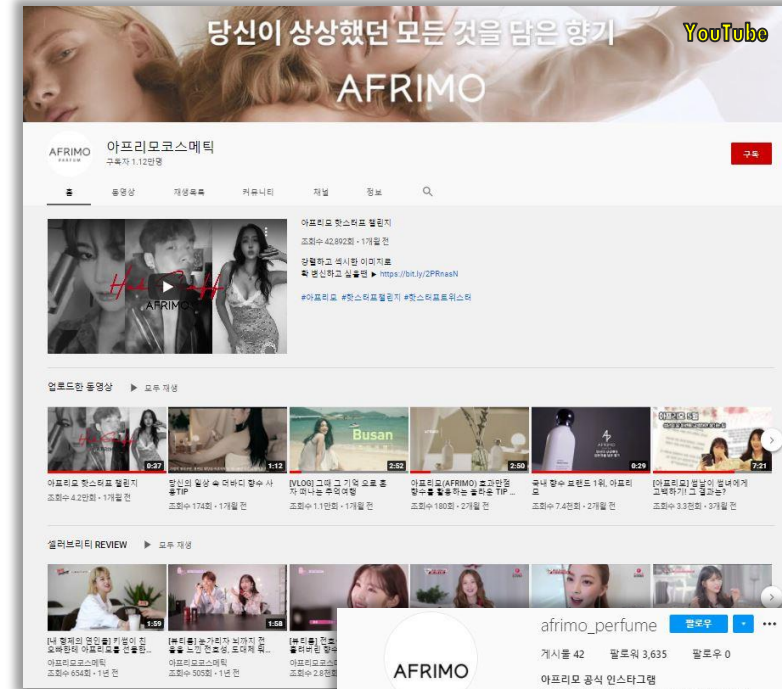
TV Show
FACE BOOK
INSTAGRAM
YOUTUBE



3 AFRIMO IN MARKETING

Marketing with
On-Line and PPL

TV Show
FACE BOOK
INSTAGRAM
YOUTUBE



4 AFRIMO IN OFFLINE

Market extension to overseas and domestic By entering offline store

OLIVE YOUNG
LOB'S
ARTBOX
PIERROT SHOPPING
ELECTRO MART
DON QUIJOTE



OLIVE YOUNG
Total 233 stores in Korea



LOB'S
Total 118 stores in Korea
42 in Seoul, 29 in Gyeonggi-do, 10 in Busan, 8 in Daegu and etc



ARTBOX
Total 16 stores in Korea
Hongdae, Myeongdong, COEX, Busan and etc



PIERROT SHOPPING
Total 11 stores in Korea
Coex, Dota mall, Myeongdong, Nonhyeon, Gasan



ELECTRO MART
Total 14 stores in Korea
Timesquare Yeongdeungpo, Pangyo, Jukjeon, Suwon



Don Quixote
Coming soon (September, 2019)

Stealing the
heart and soul

Thank you

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