

A distinctive fragrance range for modern UK retail.

AMAARI
FRAGRANCES

Stock Amaari Parfum.

A specialist UK retail route for a 14-fragrance collection.

Independent stores | Beauty retail | National buyers

REQUEST THE BUYER PACK

amaarifragrances.co.uk/wholesale



Amaari Fragrances is an authorised independent UK retailer of genuine Amaari Parfum products. We welcome conversations with independent stores, beauty retailers, pharmacies, salons, barbers, gift specialists, department stores and national buyers.

amaarifragrances.co.uk/wholesale | hello@amaarifragrances.co.uk | 07300 211120

THE RETAIL PROPOSITION

A broad scent wardrobe at an accessible premium price.

Range	14 distinct fragrances spanning citrus, amber, floral, gourmand, musk, wood, oud and incense profiles.
Format	70ml Eau de Parfum presentation across the collection.
Current direct RRP	£44.99 per 70ml bottle on Amaari Fragrances.
Customer experience	The direct-to-consumer offer includes a complimentary matching tester with each purchased bottle.
UK retail position	A specialist UK retail route with product education, genuine imagery and a complete fragrance comparison journey.
Trade terms	Case configuration, opening order, lead time and commercial terms are agreed following a buyer discussion.

What a buyer receives

A clear range architecture

Fourteen recognisable scent directions make it straightforward to merchandise by mood, note family, season or gifting occasion.

Product-first assets

Plain-background bottle and presentation-box imagery is supplied for product listings, buyer portals, catalogues and store communication.

A direct education journey

Every campaign, QR code and buyer asset returns customers to amaarifragrances.co.uk for scent guidance and product detail.

A controlled launch option

Retailers can begin with a curated edit and evaluate sell-through before widening the assortment.

THE COLLECTION

Fourteen fragrances across a wide scent spectrum.

	Passion de Nomad Oriental wood 70ml Eau de Parfum		540 Extract Amber wood 70ml Eau de Parfum
	Afternoon Sun Fresh citrus 70ml Eau de Parfum		Royale Spiced wood 70ml Eau de Parfum
	Saharan Oud Oud and incense 70ml Eau de Parfum		California Nights Citrus musk 70ml Eau de Parfum
	540 Amber floral 70ml Eau de Parfum		The Rose of Ecuador Rose oud 70ml Eau de Parfum
	Endless Citrus aromatic 70ml Eau de Parfum		Tux Spiced amber 70ml Eau de Parfum
	Pearls of Passion Fruity floral 70ml Eau de Parfum		No More Words Dark amber 70ml Eau de Parfum
	Intensity Aromatic wood 70ml Eau de Parfum		Roulette Warm gourmand 70ml Eau de Parfum

Product notes and detailed scent profiles are available at amaarifragrances.co.uk/fragrances.

Built for discovery, gifting and repeat purchase.

In store	Group by Fresh, Amber, Floral and Oud/Wood. Use tester strips and a concise note card rather than crowding the shelf.
Launch edit	Start with a balanced six-SKU selection across fresh, warm, floral and deep scent profiles. Expand from observed sell-through.
Gifting	Present 70ml format, verified packaging and an accessible premium price clearly. Keep fragrance inspiration wording compliant and secondary.
Digital shelf	Use the supplied white-background packshots, exact product names, 70ml format and a direct product or wholesale URL.
Sampling	Agree the tester and sampling format before launch, including how tester stock is replenished and controlled.

Launch support available for discussion

- Plain-background ecommerce imagery
- QR-linked scent education
- Retailer-specific launch page
- Staff scent guide
- Sampling and tester plan
- Local creator and event support

The national-account checklist.

Before a national retail submission, the complete product and supply file should be ready for buyer and technical review. The list below is a readiness checklist, not a claim that every item has already been approved.

Commercial	Signed UK distribution/wholesale rights; viable wholesale cost; VAT treatment; RRP; retailer margin; promotions; payment terms.
Product compliance	UK Responsible Person, SCPN evidence, Product Information File and safety assessment coverage for every SKU.
Packaging	Legible responsible-person details, INCI/allergen information, nominal content, batch/period marking and required precautions.
Retail data	GS1-issued GTIN for every sellable SKU and case, dimensions, weights, case configuration and product data sheet.
Supply	Opening capacity, lead time, reorder cycle, fill-rate target, stock cover, recall process and product liability insurance.
Operations	Warehouse route, case labels, retailer portal readiness, EDI capability where required, invoice and delivery compliance.
Evidence	Verified sales, repeat purchase, best sellers, refund rate, geographic demand and substantiated reviews or campaign results.

Recommended route to scale

1. Prove sell-through with selected independent retailers and local beauty specialists. 2. Build retailer evidence through a wholesale marketplace or controlled regional trial. 3. Submit to beauty-led national buyers and supermarket sourcing portals once rights, economics, compliance and supply capacity are documented.

NEXT STEP

Request samples and discuss a stockist trial.



Scan or visit
amaarifragrances.co.uk/wholesale

Trade enquiries: hello@amaarifragrances.co.uk

Telephone: 07300 211120

Amaari Fragrances, Bradford, United Kingdom

Retailer statement

Amaari Fragrances is an authorised independent UK retailer of genuine Amaari Parfum products. Any wider distribution or exclusivity statement is subject to written commercial agreement.