

Shortest Version

After 5 years of passionate product development, PUREDISTANCE recently launched the most exclusive fragrance concept in the world. A removable perfume spray embedded within a Crystal Column made of Swarovski Crystal and 24 carat gold. Only available in a limited edition in few places in the world.

PUREDISTANCE has its headquarters in the Puredistance Perfume Lounge in Vienna. The Perfume Lounge is discreetly located in a uniquely artistic passage only 400 meters from St. Stephen's Cathedral. A quiet, private place where customers enter an almost mystical world of calm and chic. Dominant shades of black are perfectly balanced with warm golden ceilings and soft white cushions.

'Puredistance I', the perfume, is a creation of Annie Buzantian, a world renowned Master Perfumer from New York. She originally created 'Puredistance I' for herself and considers it her Personal Masterpiece. The perfume's rich and sophisticated tones are a discreet statement of good taste.

If you want to know more about Puredistance, read the full story at www.puredistance.com
A bold story by a small company.

For specific press information on Puredistance, the Puredistance Perfume Lounge and Print quality photos, please visit www.puredistance.com/pressvisuals

Media enquiries:

Wouter Pronk, Director Central Europe

Franziskanerplatz 6

1010 Wien

Tel. +43 1 513 55 18

Email: w.pronk@puredistance.com