

HEYHEYIT'S

MISS KAY

EAU DE PARFUM



THE BASICS

From scent to emotion

★ *A scent for any vibe*

Miss Kay presents a complete collection of compact Italian-made eau de parfum fragrances, each different and unique.

With Miss Kay fragrances, it's now possible to match a perfume to every vibe, any moment or occasion.

Our perfumes are specially designed for the Gen Z market: open minded, individual multitaskers with an ultra-personal approach to style.



Pick a perfume to match any style or vibe but always vibrant, colorful and unique.

Just like you!

THE BASICS

from scent to emotion

Did you know?

The sense of smell has a vital influence on our subconscious thoughts and mood. Fragrance is strongly linked to memories and associations; a scent can trigger feelings, flashbacks and memories.



Wide and diverse range to match every vibe, style, moment and occasion.



Easy to connect and to choose perfume through visualization of the scent and associations.



Trendy and young



Affordable



Quality eau de parfum, made in Italy



THE CONCEPT



**PERFUME MOODBOARDS
SEE, FEEL AND RELATE
TO THE SCENTS**

THE CONCEPT

PERFUME MOODBOARDS - SEE, FEEL AND RELATE TO THE SCENTS

See it. Sense it.

Every Miss Kay perfume has its own moodboard, a collage of colors and images that tell the story of the scent.

Through these moodboards you can feel the fragrance – no words necessary! Young women can “feel” the perfume without words.

WE'VE CREATED A VISUALLY INTUITIVE WAY TO IDENTIFY WITH A SCENT BEFORE EVEN SMELLING IT!

Pick the perfume that best expresses your vibe in the moment.



SEE THE SCENTS

Perfume moodboards

See, Feel & relate to the scents

Each Miss Kay perfume is very different and uniquely stimulating- you can choose and enjoy the fragrances that bring back memories and take your imagination and emotions to where you want to be.

Every Miss Kay perfume has its own moodboard, a collage of colors and images that tell the story of the scent.

Through these moodboards you can feel the fragrance – no words necessary! so you can pick the perfume that best expresses your vibe in the moment.



A new, fun and simple way to choose your fave scents!

WHY ARE MISS KAY MOODBOARDS SO DIFFERENT?

- * The images reflect the vibe of the scent
- * Customers can connect instantly with the right vibe and the right perfume
- * Each moodboard features a predominant color, making it much easier to recognize the perfume

HEYHEYIT'S MISS KAY.

EAU DE PARFUM

DISCOVER
YOUR
PERFUME STORY



EAU DE PARFUM • A COLLECTION OF COMPACT
MADE IN ITALY



DIFFERENT & UNIQUE

Each Miss Kay perfume is different and unique. Feel free to fall in love with as many different fragrances and to collect them all and create you own perfume wardrobe.

PURE QUALITY PERFUME

Exclusively made in Italy, Miss Kay open up a whole world of original, long-lasting blends of eau de parfum. Che bello!



A NEW WAY TO SMELL!

Through our exclusive moodboard concept you can see, feel and love the scent even before the first spray!

PERFUME TO GO PLEASE!

Sized conveniently at 25ml, Miss Kay are the perfect compact perfumes for on-the-go. Just throw a bottle (or two, or three!) in your bag and use anywhere, anytime you please.



TOO MANY PERFUMES? NO SUCH THING!

There's a reason Miss Kay offers over 15 perfumes! We want to give you the freedom to choose, so you can match your perfect perfume for every vibe, every day and every occasion.

OUR SLOGANS

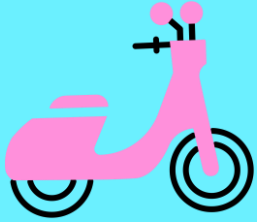
A SCENT

For every vibe

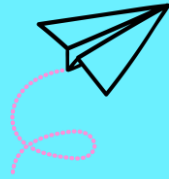
A scent for
EVERY
VERSION
OF YOU

MY
VIBE:
I DECIDE!

OUR ENGAGEMENTS



ITALIAN MADE
EAU DE PARFUM



TRAVEL SIZE



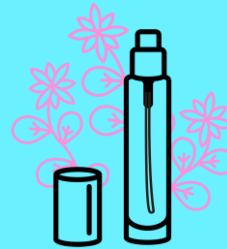
ANIMALS FRIENDLY



VEGAN



POCKET FRIENDLY



CLEAN BEAUTY

DID YOU KNOW?

- * Miss Kay eau de parfum is made in Italy, guaranteeing quality and a long-lasting fragrance.
- * Miss Kay fragrances are available in hand pocket size, allowing you to carry your favorite scents (one, two, or even three!) with ease. Just throw it in your purse or bag, and you're ready for your next vibe.
- * Miss Kay fragrances care about the well-being of the planet and its inhabitants. That's why our scents are vegan and of course, cruelty free.

HEYHEYIT'S MISS KAY. HEYHEYIT'S MISS KAY. HEYHEYIT'S MISS KAY.

TARGET AUDIENCE

Nice to meet you!

I am 18 - 26 YO

I care about my image

I am unique

I love authenticity

I am open minded

I am a multitasker

I have my own distinct personal style



I look for inspirations on social profiles and influencers I follow

My favorite social networks are Instagram, Tik Tok, Youtube, Twitter

I love spending time with my friends or simply being alone with a book or music.

I research beauty product online

My smartphone is an extension of my hand!





A QUICK LOOK AT THE PERFUME MARKET



AN OVERVIEW OF **THE**
PERFUME
MARKET



**FASHION
DESIGNER
BRANDS**



DOLCE & GABBANA
PARFUM

GUCCI

**CELEBRITY
BRANDS**

eilish
Billie Eilish

Ariana Grande
FRAGRANCES

KATY PERRY
PARFUMS

Taylor Swift



**NICHE
BOUTIQUE
BRANDS**

Atelier Cologne

JO MALONE
LONDON

LE LABO®
GRASSE - NEW YORK

ACQUA
DI
PARMA



**PRESTIGE
BEAUTY
BRANDS**

LANCÔME
PARIS

CLINIQUE

BOBBI BROWN

ESTÉE LAUDER

**SKIN & BODY
CARE
BRANDS**



LUSH

VICTORIA'S
SECRET

**MASS
MARKET
FASHION
BRANDS**

PULL&BEAR

ZARA

H&M

MAIN DISTRIBUTION DOORS

in the perfume market



Beauty category retailers:
(dept. / beauty stores)

Independent brand stores

Price \$/
mass market

Market Gap

**SKIN &
BODY
CARE
BRANDS**

**MASS
MARKET
FASHION
BRANDS**

Price \$\$\$/
luxe market

**CELEBRITY
BRANDS**

**FASHION
DESIGNER
BRANDS**

**PRESTIGE
BEAUTY
BRANDS**

**NICHE
BOUTIQUE
BRANDS**

positioning IN THE PERFUME MARKET

Perceived Quality: HIGH

MISS KAY.

EAU DE PARFUM

FASHION
DESIGNER
BRANDS

PRESTIGE
BEAUTY
BRANDS

CELEBRITY
BRANDS

NICHE
BOUTIQUE
BRANDS

\$

\$\$\$

MASS
MARKET
FASHION
BRANDS

SKIN &
BODY
CARE
BRANDS

Perceived Quality: LOW



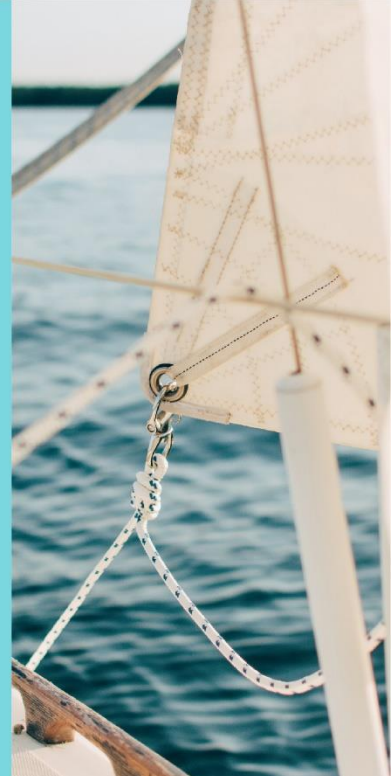


WORLD IT'S IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD

A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD

Cyprus	Italy	Korea	UAE	Azerbaijan	Canada	Slovenia
Netherlands	France	Lithuania	China	Philippines	Poland	Romania
Belgium	Greece	Sweden	Slovenia	Bulgaria	South Africa	Israel
Bosnia	Norway	Finland	Serbia	North Cyprus	Hungary	Spain
	Mexico					

'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD IT'S A MISS KAY WORLD



PERFUME VIBES



A perfume is much more than a blend of ingredients.
We believe perfume is another way to express yourself.

Each Miss Kay perfume tells a story, each scent different and unique,
allowing you to express your style, vibe and emotion in every moment.
You can feel the perfume's story through its unique scent, design and moodboard.

FRAGRANCE NOTES

What you need to know

1



Fragrance notes are the individual components of a perfume that combine to form a unified, pleasing scent.

At Miss Kay, we carefully select notes to make sure a fragrance both smells pleasant and evokes a certain experience and vibe.

2



Perfume notes can be separated into three basic categories that classify the fragrance pyramid:

- Top notes
- Heart notes
- Base notes

3



Top notes are the scents you detect straight after spraying a perfume –this is the first impression of a fragrance’s story.

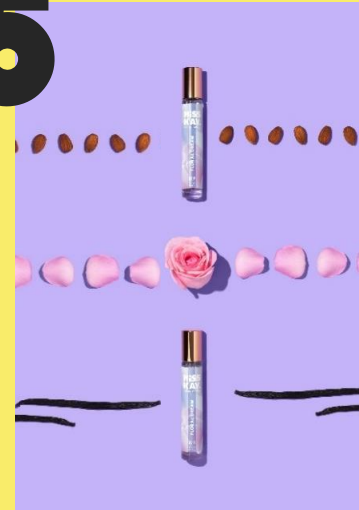
Top notes usually evaporate quickly, lingering for only the first 5–15 minutes. They generally consist of lighter and smaller molecules.

4



Heart notes make up the “heart” of the fragrance. Heart notes appear as the top notes start to fade and introduce new scents to deepen the perfume experience. They usually last longer than top notes.

5



Base notes form the foundation of the fragrance. They help boost the lighter notes while adding more depth. Base notes are very rich, heavy and long-lasting. They sink into your skin and linger the longest – they can even last for hours.

AN OVERVIEW OF **MISS KAY.** EAU DE PARFUM BY **FRAGRANCE CATEGORIES**



A SCENT
for every vibe

FLORAL & FREE



FRUITY & MUSKY



FRUITY & FLORAL

FRESH & CLEAN



WOODY & FLORAL



FRUITY & SWEET



AN OVERVIEW OF MISS KAY. EAU DE PARFUM

BY

VIBE



A SCENT
for every vibe

Dream.
Plan. Do.



Like soft,
wispy clouds



Spring in a
bottle



Green
splash



Cozy
in bed



Loud &
proud!



Refreshing
ocean breeze



City style



Tenderly
sweet



Aquaholic



Always on
my mind



Warm boho
blend of passion



Untamed,
Wild and Free



Creamy
cupcakes
and sprinkles



In Pursuit
of Dreams



Make every
moment
memorable



Tropical
gataway

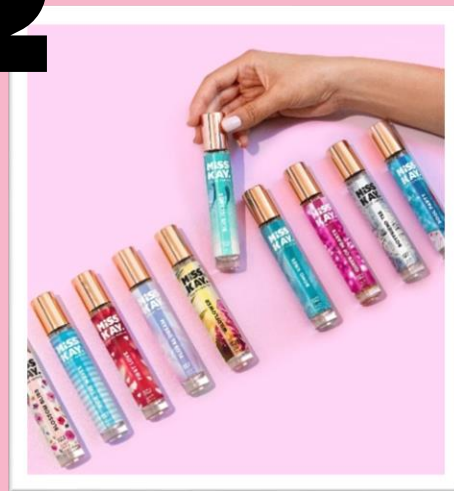


4 EASY STEPS TO EXPRESS YOUR VIBE

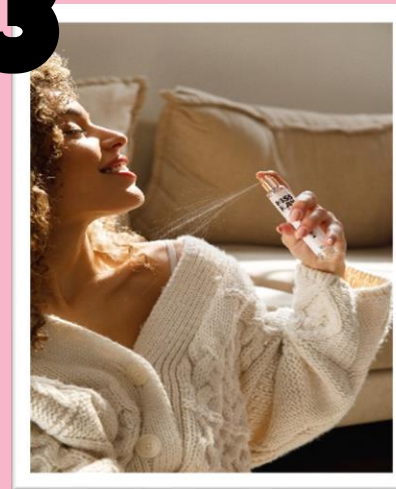
1 GET INSPIRATION FROM THE MOODBOARD



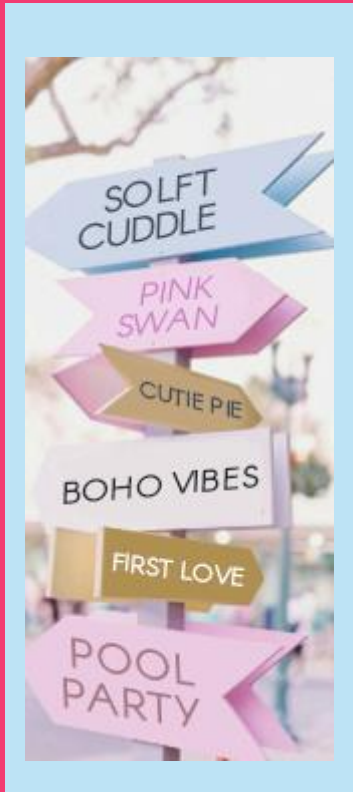
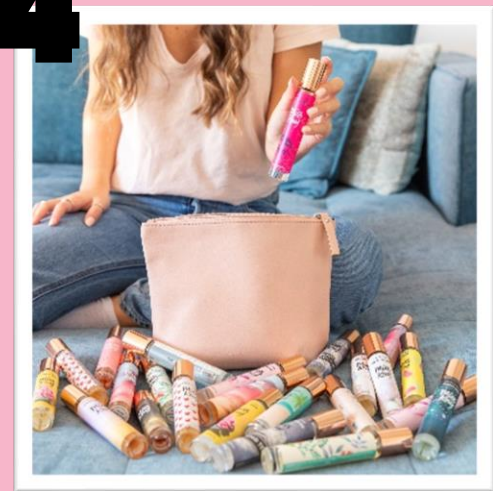
2 CHOOSE ONE VIBE OR 2 ...



3 SMELL & FALL IN LOVE



4 REPEAT & COLLECT



MISS KAY.

EAU DE PARFUM

A scent for
**EVERY
VERSION
OF YOU**

