

Elegantes London (Holdings) Limited

162-168 Regent Street, Suite 252-254, London, W1B 5TB



INFORMATION MEMORANDUM

AMCO

LONDON



NEW YORK

Table of Contents



Company Overview	03
Introduction	04
Meet the Founders	05
Brand Story & Heritage	06
Product Portfolio	09
IP Portfolio	12
Retail Distribution	16
Financial Overview	20
Growth Opportunities and Future Potential	21
Strategic Acquisition Potential	24
Sale Process and Transaction Structure	27
Contact Us	28



COMPANY OVERVIEW

Official Name

ELEGANTES LONDON HOLDINGS LIMITED

ELEGANTES LONDON PERFUMERY LIMITED

Incorporated

2012

Headquarters

London, United Kingdom

Business Model

Design, manufacture, and distribution of haute couture perfumes, luxury crystal flacons, skincare & hair rejuvenation.

Website

www.eleganteslondon.com

Mission

To restore perfumery to its noble origins by delivering a rare sensory and emotional experience through the finest materials, impeccable artistry, and sustainability.



ELEGANTES
LONDON

INTRODUCTION

Elegantes London Holdings (“Elegantes London”) represents a singular opportunity to acquire a truly unique asset in the global luxury market: a prestige beauty and wellness brand – transcending traditional luxury definitions and rooted in extraordinary craftsmanship.

Founded by Thomas and Dagmar Smit in 2012, Elegantes London embodies the renaissance of true haute parfumerie. Every element of the brand - from hand-sourced rare ingredients to hand-blown crystal flacons - is executed without compromise. No cost or time constraints were imposed in creating the brand, resulting in a timeless and authentic offering that appeals to the most discerning collectors and consumers.

With high barriers to entry, unique brand equity, and significant white-space opportunities across China, the Middle East, and the United States, Elegantes London offers an extraordinary platform for growth in the expanding global luxury sector.

Operating in the ultra-luxury niche, Elegantes London spans three principal product lines:

- **The Heritage Collection** – a collection of twelve haute couture perfumes.
- **The Personality Collection** – interpreting character through scent.
- **The Elusive Collection** – limited-edition masterpieces in black crystal.

Elegantes London’s intellectual property is fully protected, and the brand is present in some of the most prestigious retail locations globally, including Harrods and Fortnum & Mason in London. The brand has been featured in Forbes, Financial Times, Harrods Magazine, and Luxury Briefing, further elevating its status amongst UHNW consumers.



MEET THOMAS & DAGMAR SMIT



Thomas and Dagmar Smit, the husband-and-wife founders of Elegantes London, are lifelong entrepreneurs with a passion for true luxury.

After establishing their reputation as leading hoteliers – including the transformation of a historic monastery into Prague’s award-winning Augustine Hotel and the development of a five-star suites-only destination in Dubai – they turned their expertise to the world of haute perfumery.

Thomas’ experience taking The Body Shop public, selling Cosmerique PLC to L'Oréal, combined with Dagmar’s lifelong dream of creating her own perfume collection, led to the founding of Elegantes London in 2012.

Inspired by a 1599 inscription discovered in Prague, the Smits channelled their passion for excellence into every detail – from the sourcing of the rarest ingredients to collaborating with master artisans, Elegantes London is the realisation of their vision: a return to **timeless elegance, honour and craftsmanship**.

Elegantes London is committed to ethical sourcing, sustainable luxury, and protecting artisanal heritage. The brand ensures all materials and partners meet high environmental and social standards, with a focus on craftsmanship and community impact. Every decision reflects a dedication to legacy, responsibility, and refinement.

CONTINUED...

To realise this vision, they recruited an exceptional team:



JULIEN RASQUINET
Perfumer



RAPHAËL CLOIX
Designer



WALTERSPERGER
Flacon Maker

Julien Rasquinet, a prodigy and the final student of the legendary Pierre Bourdon — the creative force behind icons such as YSL Kouros and Davidoff Cool Water. Julien's innate genius, nurtured in Grasse and later at IFF, has culminated in a portfolio that includes Ladurée, Davidoff, Maison Lancôme and S.T. Dupont.

Raphaël Cloix, a celebrated craftsman who has shaped pieces for iconic maisons such as Hermès, Cartier, and Van Cleef & Arpels.

The Flacon Maker - Waltersperger, a crystal house with over a century of artisanal expertise, based in France's famed "Glass Valley," entrusted with crafting Elegantes London's exquisite hand-blown crystal flacons.

Each perfume is handcrafted from the world's rarest natural ingredients, celebrating sensual encounters, textures, colours and stories. Each flacon is a work of art in itself — polished for up to ten hours, inspected under ultraviolet light, and crowned with a solitaire-cut cap hand-finished with 85 facets.

Elegantes London is more than a brand; it is a statement of artistry, heritage, and timeless elegance.

Every element — from the sourcing of a single rose petal to the polishing of a crystal facet — embodies the founders' mantra:

"Perfection knows no compromise."

RAPHAËL CLOIX



Raphaël Cloix is a renowned artistic director and designer who has shaped the visual identity of some of the world's most iconic fragrance houses, including Davidoff, Dior, and Issey Miyake. Since founding ADN Atelier Design in 1999, he has specialised in creating design concepts that fuse cultural heritage, visual storytelling, and contemporary elegance. Raphaël Cloix is responsible for the entire image and aesthetic of Elegantes London designs.



JULIEN RASQUINET



A protégé of legendary perfumer Pierre Bourdon (creator of YSL Kouros and Davidoff Cool Water), Julien is known for translating emotion and experience into exceptional scent.

His portfolio includes creations for Davidoff, Maison Lancôme, S.T. Dupont and Ladurée. For Elegantes London, he was given complete creative freedom to develop a collection of ultra-luxury perfumes – crafted over four years with no constraints on time, budget or materials.



BRAND STORY & HERITAGE

Elegantes London was founded with a singular vision: to return perfumery to its origins of distinction, rarity, and craftsmanship.

The inspiration for the brand emerged from a 1599 inscription discovered by the founders in Prague:

“Elegant people of our time are honourable people who pass on their values to others.”

This philosophy permeates every creation under the Elegantes London name, ensuring that tradition, honour, and timeless excellence are at the heart of the brand.

Purveyors of true luxury ‘Beyond First’, Thomas and Dagmar Smit had already established themselves as world-renowned experts in creating extraordinary guest experiences through their award-winning luxury hotels. Their meticulous attention to detail in every aspect of hospitality directly inspired the creation of what would become the world’s rarest perfumery.



Their vision to restore perfumery’s noble heritage required a radical departure from industry norms. It demanded a global search for the finest talents — artisans who shared the same commitment to excellence, tradition, and creativity.

PRODUCT PORTFOLIO

The perfume portfolio is meticulously curated across three distinct collections in 50, 100 & 200ml – each designed to celebrate rarity, craftsmanship and the unique personalities of its discerning clientele.

HERITAGE COLLECTION

A suite of 12 haute couture perfumes, handcrafted over four years using the world's most precious natural ingredients. Each is housed in 50ml or 200ml crystal flacons, hand-polished for up to 10 hours.

Signature creations include:

Cashmere – Rich, multi-faceted warmth.

Orris Vetiver – The ultimate seductive scent.

Rose Elegantes – A contemporary English rose masterpiece.

Ultimate Musk – Fresh, bright and sensual.

Amber Wood – Exotic, textured, Eastern.



PERSONALITY COLLECTION

Seven perfumes crafted to mirror unique character traits, presented in elegantly designed 100ml glass flacons.

Key examples:

Amber Wood – Intelligent and multicultural.

Chesterfield Club – Bold, sophisticated, intimate.

Royal Vetiver – Noble, exclusive, illustrious.

CONTINUED...

THE ELUSIVE COLLECTION

Ultra-limited editions presented in bespoke black crystal flacons, produced through ancient techniques.

Each flacon weighs 1.2kg and includes:

Cashmere Elusive - A soft, warm luxury scent featuring bright bergamot and apple up front, floral middle notes of lily and rose, and a sophisticated base of amber, patchouli, and sandalwood. Perfect for special occasions.

Rose Musk Elusive - An exotic Oriental blend with spicy cinnamon and Moroccan rose at its core, complemented by citrus orange flower. Features a creamy base of musk and vanilla bean for a rich, elegant finish.

Rose Elegantes Elusive - A sophisticated twist on classic rose with sweet violet opening notes and a floral heart blending Turkish rose with fresh white flowers. Grounded in sandalwood and musk for warmth and longevity. Evokes English aristocratic elegance.



Ownership confers membership to Club Elegantes, an exclusive society offering VIP access and benefits.

UNIQUE MARKET POSITIONING

Elegantes London stands apart in the crowded perfume market, creating a hallmark of excellence in its commitment to restore honest luxury:

Exceptional Craftsmanship: Hand-blown crystal flacons crafted by Waltersperger, each polished and finished by artisans.

Rare Ingredients: Sourced globally without compromise, blending the finest oils, absolutes and resins available.

Exclusive Creations: Haute couture perfumes designed by Julien Rasquinet, final protégé of Pierre Bourdon.

Bespoke Packaging: Each piece positioned as a luxurious gift, an ornamental art object, and a collectible treasure.



IP PORTFOLIO

Elegantes London has built an exceptional portfolio of intellectual property and brand assets, designed to protect its market position, elevate its prestige, and ensure long-term value.

Every element – from trademarks and exclusive perfume formulae to artisan-crafted packaging and digital assets – reinforces Elegantes London's commitment to rarity, authenticity and global scalability.

TRADEMARKS

Registered Trademarks

- Elegantes London® – Registered word mark.
- Elegantes London Crest® – Registered logo and design mark.
- Jurisdictions: United Kingdom, European Union, and North America.

PRODUCT KNOWLEDGE

Perfume Formulae

Twelve exclusive haute couture perfume formulations created by Master Perfumer **Julien Rasquinet**. Full ownership of perfume recipes and rights to production.

Collection Structures

- Heritage Collection (12 perfumes)
- Personality Collection (7 perfumes)
- Elusive Collection (limited editions in black crystal flacons)

BESPOKE PACKAGING AND DESIGN ASSETS

Opera Flacon Design

Hand-blown crystal design, inspired by haute couture, exclusive to Elegantes London.

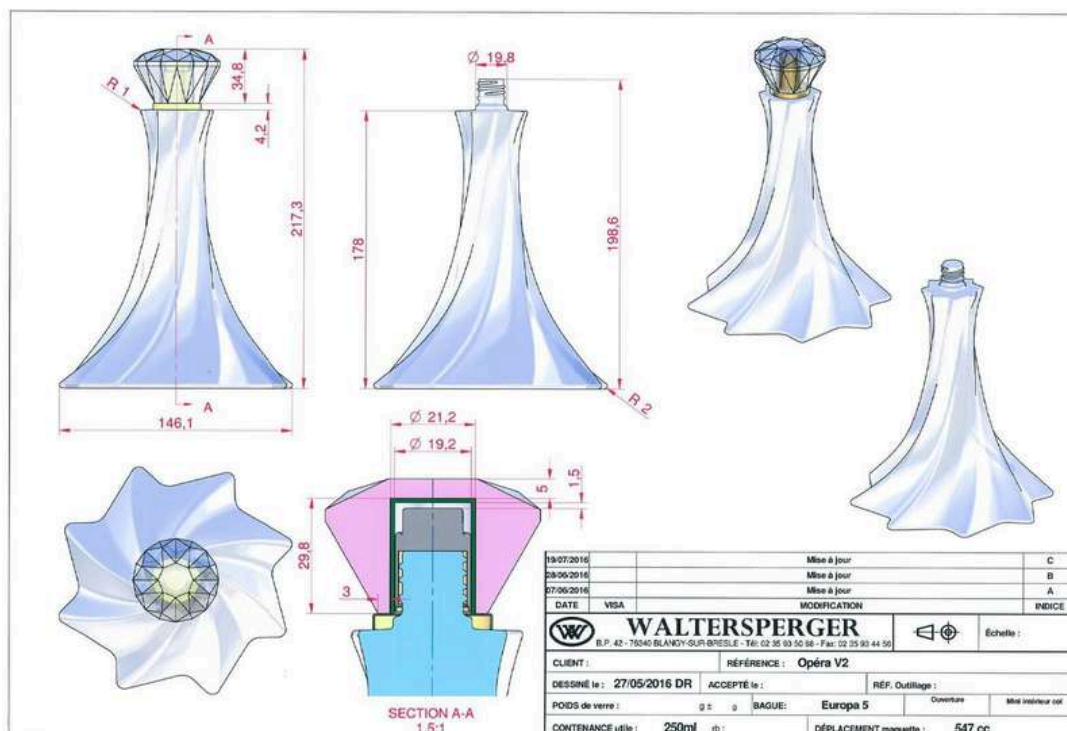
Quartz Flacon Design – Masculine, monolithic black crystal design for the men's and unisex collections.

Personality Collection Flacon Design – Custom-designed crystal flacons for the 100ml format.

Packaging Designs

Bespoke handmade boxes crafted by Pendragon (UK).

Daymark Labels – custom label printing designed specifically for Elegantes London.



SUPPLIER RELATIONSHIPS & MANUFACTURING AGREEMENTS

Waltersperger (France) - Exclusive artisan supplier of hand-blown crystal flacons.

Pendragon (UK) - Supplier of luxury presentation boxes and packaging.

Daymark Labels - Supplier for printing labels and coding.

DOMAIN NAME

The company holds the Domain name; **www.eleganteslondon.com**

WEBSITE & ECOMMERCE

Full ownership of website design, content, imagery and technical files.

SOCIAL MEDIA ACCOUNTS

Instagram: @eleganteslondon c. 1.5k followers

Facebook: @ElegantesLondon c. 1.1k followers

Linkedin: @Elegantes-London c. 97 Followers

PHOTOGRAPHY AND VISUAL CONTENT

Extensive high-resolution imagery library of products, PR campaigns and marketing materials.

CUSTOMER DATA

Club Elegantes Membership Database includes a high-net-worth client registry, with records of purchases and refill subscriptions.

GOODWILL AND BRAND REPUTATION

- Press features in Forbes, Financial Times, Luxury Briefing, Harrods Magazine, Walpole and others.
- Brand positioning as a recognised member of Walpole British Luxury.
- Significant earned media exposure in both digital and editorial.

RETAIL PARTNER RELATIONSHIPS

Exclusive Agreements and contacts with Harrods, Fortnum & Mason, Mazzolari Milan, Beautik Romania, and Garth Fisher MD Beverly Hills.

The Harrods logo is written in a black, elegant, cursive script.The Fortnum & Mason logo consists of the words "FORTNUM & MASON" in a bold, black, serif font, with "EST 1707" in a smaller, black, serif font centered below.The Mazzolari logo is the word "MAZZOLARI" in a bold, black, serif font.The Beautik logo is the word "BEAUTIK" in a bold, black, sans-serif font.The Garth Fisher MD logo is a stylized, bold, black monogram of the letters "GF".The Garth Fisher MD logo consists of the words "GARTH FISHER MD" in a bold, black, sans-serif font, with "BEVERLY HILLS" in a smaller, black, sans-serif font centered below.

RETAIL DISTRIBUTION AND PARTNERSHIPS

Elegantes London has secured a highly selective distribution network, partnering only with the world's most prestigious luxury retailers.

Each placement is carefully curated to reflect the brand's ultra-luxury positioning, ensuring that Elegantes is presented alongside the most revered names in fashion, beauty and lifestyle.

These partnerships have reinforced Elegantes London's brand equity, built loyal global clientele, and created strong foundations for future international expansion.

FUTURE LAUNCHES

Elegantes London has successfully launched in several of the world's most prestigious perfume and luxury boutiques, including Osswald in Zurich and New York, Lucky Scent in Los Angeles, Jovoy in Paris, and the Metropole in Monaco. In addition to its retail presence, the brand has strengthened its reputation through its alliance with British Walpole – standing alongside iconic names such as Rolls-Royce, Bentley, and Asprey in representing the very best of British luxury.



HOTEL METROPOLE
MONTE-CARLO

Asprey

Walpole



BENTLEY

MARKETING & PR

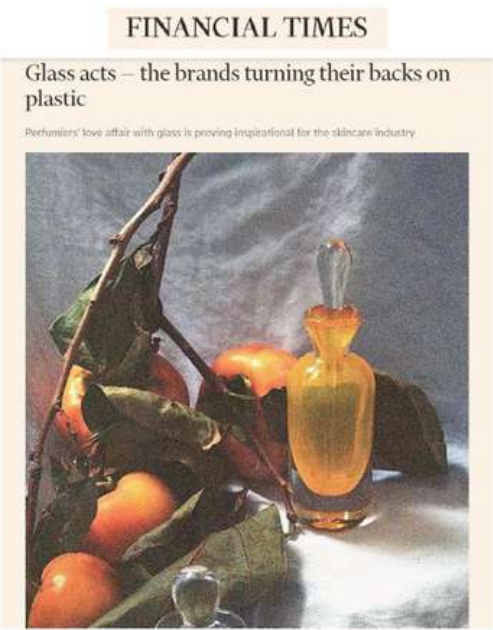
Elegantes London has cultivated an exceptional brand presence through carefully curated marketing and public relations initiatives.

With a strategy centred on exclusivity, craftsmanship and storytelling, the brand has been featured in leading global media and aligned with the most prestigious events in the luxury calendar.

HARRODS MAGAZINE

THE FINANCIAL TIMES

LUXURY BRIEFING



TEMPUS MAGAZINE



FORBES

THE JACKAL

Mr. & Mrs. CEO: Could You Run A Business With Your Spouse?
Jun 28, 2017 @ 05:53 AM



Manifesto

Hetty's Choice
This autumn, get in touch with nature, says Hetty Chidwick

Making scents

Now for Elegance

Modern slavery is hidden in plain sight - let's stop it

MAYFAIR TIMES

DIPLOMAT

IN THE M-LOUD

OUR AFFECTION FOR THE BANG KERN THAT IN GIGS RIDES TO CHOW HERY YEAR BUT WHAT IS IT ABOUT THE M-LOUD THAT HAS CAUGHT SUCH A FUSION OF GORMIA CIGARETTES AND THE BANG KERN

PRESENT SOURCE
DIPLOMAT TRACKS DOWN THE IDEAL GIFTS FOR THE HOLIDAY SEASON

A CHRISTMAS MIRACLE

LEADING HARTLEY STREET OPTHEMOTOLOGISTS

MAINTENANCE OF DREAMS

FINANCIAL OVERVIEW

Elegantes London's financial position reflects the hallmarks of a well-managed luxury business, combining high-margin product lines, no debt exposure, and significant shareholder investment.

The company's disciplined approach to growth and premium pricing strategy has ensured a strong foundation for scalability.

With further opportunities in untapped markets and recurring revenue models, Elegantes London offers a compelling investment proposition in the ultra-luxury sector.

INVESTMENT TO DATE

Investment to Date: **€8 million** (equity and loans).

High-margin product sales and future recurring revenue from refills and Club Elegantes memberships.

Detailed financials, including historical performance and future forecasts, are available subject to NDA.

GLOBAL MARKET GROWTH

The global fine perfume market continues to offer exceptional growth opportunities, valued at approximately US\$50.5 billion in 2024 and forecast to exceed US\$77.5 billion by 2032 **(1)**. Across both male and female segments, perfume demand is projected to grow significantly, with Latin America, Western Europe and North America leading consumption increases **(1)**.

The broader personal luxury goods sector – which includes perfumes – was valued at approximately US\$268 billion in 2023, and is forecast to maintain mid-single-digit annual growth through the late 2020s **(2)**. Deloitte and Bain & Company have both highlighted perfumes as a resilient luxury category, outperforming larger-ticket luxury items, particularly during economic slowdowns **(3)**.

Perfume products are increasingly regarded by consumers as accessible luxury – a personal indulgence that remains attractive even during economic uncertainty **(3)**. Growth is further fuelled by demand from tourism-driven purchases and luxury gifting markets **(4)**.



COMPETITIVE ADVANTAGE

Each Elegantes London creation is simultaneously a luxurious gift (perfume), an ornamental art piece (hand-blown crystal flacon), and a collectible treasure (bespoke presentation box). This unique positioning enables multiple revenue streams across perfume, art and gifting markets.

Even minimal market penetration offers substantial returns:

- A 0.00001% market share translates to US\$13 million in annual revenues, with a forecast net operating income of approximately US\$2.6 million.
- A marginal increase in penetration exponentially raises profitability.

With global luxury spending rising steadily – particularly in emerging markets – and fine perfume reasserting its place as a marker of personal identity and exclusivity, Elegantes London presents an imminent and compelling investment opportunity within a sector defined by resilience, emotional resonance, and exceptional growth potential.



REVENUE POTENTIAL & SCALIBILITY

Given the scale of the luxury perfume and gifting market, even a micro-fraction of market penetration yields material returns:

- 0.00001% penetration = US\$13 million revenue annually
- Forecast net operating income at 20% margin = US\$2.6 million per annum
- Doubling penetration rapidly increases net profitability to US\$5.2 million or more.

Elegantes London's brand positioning also enables expansion into several additional revenue streams:

- Refill services for the bespoke flacons through Club Elegantes.
- Body care and home perfume expansions, including luxury diffusers and candles under the Perspective range.
- Global retail expansion across **China**, the **Middle East**, **India** and **North America** – targeting UHNW and aspirational consumers.
- Direct-to-Consumer (DTC) channels via enhanced e-commerce experiences, focusing on exclusivity and concierge-level customer service.

STRATEGIC ACQUISITION POTENTIAL

For strategic buyers – whether global luxury groups, perfume houses, or UHNW private investors – Elegantes London represents:

- An immediate entry into ultra-luxury perfumery without brand dilution.
- An authentic, founder-driven brand narrative highly valued in today's market.
- Proven brand alignment with top-tier luxury retailers such as Harrods and Fortnum & Mason.
- IP-rich assets including exclusive formulae, packaging designs, and a strong visual and digital identity.
- Scalable infrastructure capable of expanding through new channels and products while maintaining exclusivity.

HALLMARK OF EXCELLENCE

Elegantes London is defined by its uncompromising commitment to excellence. Every element – from hand-blown crystal flacons and rare natural ingredients to exclusive fragrance compositions and bespoke packaging – reflects a meticulous dedication to craft and detail.

This pursuit of perfection positions Elegantes not simply as a luxury brand, but as a true expression of ultra-luxury. Its exclusivity, artisanal heritage and prestige appeal directly to discerning global clientele seeking authenticity, rarity, and timeless sophistication. For acquirers, this represents a rare opportunity to inherit a brand with inherent scarcity, established credibility, and limitless storytelling potential.

SKINCARE AND SUSTAINABILITY EXPANSION

PERSPECTIVE BY ELEGANTES.

As part of its long-term innovation strategy, Elegantes London developed plans for an ultra-premium, eco-conscious skincare and body care range under the brand name PERSPECTIVE by Elegantes.

The range was designed to meet rising consumer demand for clean, chemical-free products and sustainable packaging. Elegantes entered into an agreement with Lactips, a French innovator in biodegradable packaging, to develop exclusive containers made from milk protein-based material – a world-first in sustainable body care presentation.

Key features of the PERSPECTIVE concept include:

- 100% biodegradable packaging, free from traditional plastics.
- Natural, botanical formulations containing antimicrobial agents and emollients.
- Strict ethical sourcing standards, with ingredients not tested on animals for at least 10 years.
- Dual market focus: luxury hotel amenities and direct-to-consumer retail.

This venture positioned Elegantes to lead a new category at the intersection of ultra-luxury body care and environmental innovation – with high growth potential in both the hospitality and consumer wellness markets.

With a solid investment foundation, exceptional brand equity, and growing global appetite for authentic luxury experiences, Elegantes London is uniquely poised for significant growth and value creation.

REFERENCES

- [1] Fortune Business Insights – Perfume Market Report 2024–2032
- [2] Bain & Company – Luxury Goods Worldwide Market Study, Fall–Winter 2023
- [3] Bain & Company – How Luxury is Reinventing Itself After a Decade of Growth (2024)
- [4] Global Blue – Tourism and Luxury Spending Outlook 2024
- [5] Deloitte – Global Powers of Luxury Goods 2024

SALE PROCESS AND TRANSACTION STRUCTURE

Assets Available:

- Brand, trademarks, and IP
- Full product formulae and production know-how
- Inventory and packaging
- Retail distribution agreements
- Digital assets and customer databases

Transaction Type:

Asset Sale

Offers invited in excess of £5m

CLOSING


Elegantes London offers a rare opportunity to acquire a brand of exceptional craftsmanship, global potential, and lasting value in the ultra-luxury perfume sector.

Further information – including management biographies, product imagery, retail agreements, current stock inventory, press coverage and audited financials – is available to qualified parties upon execution of a Non-Disclosure Agreement (NDA).

We welcome expressions of interest and look forward to engaging with prospective buyers to discuss the future of this extraordinary brand.

GET IN TOUCH

Our Phone:

+44 7824393087 

Our Website:

www.amco-agency.com 

Our Email:

alfie@amco-agency.com 

Our Address:

First Floor, 85 Great Portland
Street London W1W 7LT 

AMCO

LONDON



NEW YORK