



MOI FRAGRANCES MEDIA KIT

Published: 20/08/2021



ABOUT US

MOI Fragrances is a Phoenix based fragrance brand offering bespoke fragrances on subscription, with the opportunity to monetize your unique formula. MOI Fragrances plans to change the way that we purchase fragrances, are educated on scents, and to ensure that each client owns a piece of the story told in their fragrance. Founded in 2021 by Sommelier Ethan Turner, MOI Fragrances is dedicated to the advancement of olfactory technology and art.

MISSION STATEMENT

A fragrance is your story, and we craft that into haute couture.

VISION STATEMENT

Maison Ethan Turner is dedicated to the advancement of olfactory technology and art.

STATS

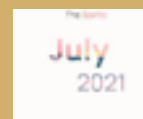


OUR STORY

Our founder, Ethan Turner, was looking for his own woody, smokey, earthy, and peaty scent but couldn't find it from the major brands. So, as any entrepreneur does, he decided to make his own cologne. After a friend asked him to make a fragrance as well, he saw the need for this among many men who would like to purchase fragrances, but couldn't find their perfect product. This also proved to be a common problem for women. With a goal of creating fragrances that were personalized, luxury, and storytelling Moi Fragrances was born. His intention deepened into the idea of truly owning your fragrance, because it is your unique formula, and the motto "Own Your Cologne" inspired the process for everything from the bespoke experience to the marketing, sales, and referral programs.



FEATURED IN





OUR TEAM

Our team is a Rockstar team of 1 with plans to expand as the business grows. Our founder currently fills the roles of perfumer, sales and concierge, social media marketer, business development and operations, and executive director. Future roles will include hiring concierge-parfumeurs who will build the fragrances and manage the clientele, a social media director, allowing Ethan to settle into the role of Executive Director or Creative Director.



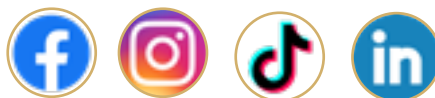
Executive Director
Ethan Turner

Coming from a world of mixed cultures including fashion, luxury, technology, and hospitality, Ethan has fostered numerous skills. As a sommelier, he has worked with matching fragrances of wine to high end clientele and brings a wealth of knowledge from the tech industry on scaling a subscription model as well as fundraising. With a lifelong passion for fashion, and several courses from Università Bocconi Fashion School of Milan, Ethan is the perfect fit for leadership.

LOCATION



Maison Ethan Turner is an LLC located in Phoenix, Arizona which is a growing metropolitan area for young professionals from various fields. It is increasingly becoming a place for the target demographic of 24-54 year old men and women looking for independence and individuality. Fashion here is largely influenced by LA couture and NY couture, which allows an opportunity to network with individuals from both areas as well as market to their online communities appropriately. Our primary business is done through online and virtual sales.



MOIFRAGRANCES.COM

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PRODUCTS AND SERVICES

MOI Bespoke Experience

\$80 every 90 Days
(\$120 one time)

Build a bespoke fragrance with a perfumer. Design a new fragrance every season or refill previous ones. Earn a 10% commission on referrals of your formulas.

Wine & Perfume Events
Cognac, Cologne, Cigar Events

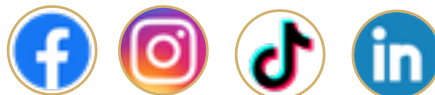
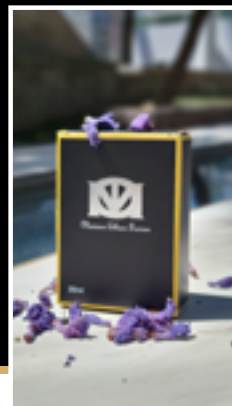
\$300 Booking Fee
(\$120/fragrance)

Build fragrances in person, and enjoy a tasting experience alongside it. Whether its cognac and cigars or wine.

Luxury Fragrance Line
Development

Pricing Varies

Build a white or private label fragrance line for your fashion brand or for your company. We build formulas, compounds, and can provide boxing and bottling.



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TESTIMONIALS

QORTNI MEDOVICOVA

From conception, to my bottle's arrival, this was such a FUN experience! Ethan is your personal perfumer and fragrance-guide who is totally open to exploring notes right along with you. I gave him a new challenge, and he rose to it in spades with my highly unusual but delightfully elegant "Wisterwood." His good nature and knowledge made me comfortable asking a slew of questions, even after our initial meet-and-greet, and he is always quick to respond. I could not have asked for a better result, and all at an incredibly affordable cost - even for a penny-pincher like me. I can't wait until it's time to design the next one!

JORDAN LIVINGSTON

Moi delivered an exceptional luxury fragrance at a great price. I love the idea of giving people the opportunity to design their own fragrance. The consultation was great and the perfumer, Ethan Turner, was able to take my cacophony of ideas and build a magic potion. It's spectacular

DAN TYRE

I am a very happy subscriber and love the Maison Ethan Turner Moi concept. The company goes out of its way to help you find your personal fragrance (which in my case was hard) My wife likes when I smell good. Moi helps me smell good and even better, I don't smell like some French dude who wears an ascot. I smell like me. Moi is the perfect gift for the person in your life or for yourself. + Ethan will hustle for your business. Go, Maison Ethan Turner, Go



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