

MEIYUME'S
AWARD-WINNING
TURNKEY SOLUTIONS
FOR VOG&DEESSE



THE VISION

VOG&DEESSE

Discover the healing power of everyday simplicity with Meiyume's innovative approach to branding, inspired by the Proust Effect. Focused on the elemental essentials of life—firewood, rice, salt, and tea—Meiyume captures the evocative symbols of warmth, healing, purification, and freedom.

In collaboration with Givaudan, a leader in the flavor and fragrance industry, they have created the 'Memory Box' perfume collection. This range is designed to unlock the treasure trove of memories, allowing consumers to reconnect with the forgotten through the comforting and timeless essence of fragrance.

Meiyume invites everyone to unlock their Memory Box and let the warm, nostalgic scents of this collection guide them through a journey of rediscovery.

THE BACKGROUND

According to Euromonitor data, China's perfume market is projected to reach \$4.2 billion by 2025 and is expected to become the world's second largest perfume market by 2030. This underscores China as an incremental market with significant growth prospects.

Local perfume brands that are 'riding the wind' have therefore encountered new opportunities for development. However, they also face several challenges, including immature supply chains, high barriers to factory entry, and intense cost pressures. Consequently, if local perfume brands aim to compete with large international firms and capture a portion of the market, they must rely on the support of professional supply chain companies.



THE SOLUTION

In light of the burgeoning fragrance market, Meiyume boasts over 25 years of experience in high-end perfume production. Meiyume offers comprehensive solutions encompassing quality control, packaging design, and sustainability.

BURNINGWOOD (woody)

Top notes

Chestnut, Spice

Middle notes

Orange blossom, Gourmet, Guaiac wood

Base notes

Cedar, Benzoin, Vanilla



WARMRICE (citrus floral)

Wheat, Bergamot, Grapefruit, Violet leaves

Rose, Hay, Cashmere, Violet

Amber, Cedar, Musk, Vetiver



GLEAMYSALT (marine)

Sea Salt, Lavender, Cypress, Myrtle

Mint, Cardamom, Mineral

Amber, Cedar, Cashmere wood



SOULTEA (green aquatic)

Lemon, Violet, Orchid, Green leaves

Magnolia, Jasmine, Aquatic Note

Lily of the valley, Musk, Rosewood



THE SOLUTION

LUXURY PACKAGING WITH A STORY

In today's 'appearance economy,' product packaging influences over 50% of consumer purchasing decisions. Leveraging years of experience in sophisticated, multi-material luxury packaging, along with a global network of expert suppliers and insights from internal data analysts, Meiyume has designed a gradient translucent bottle with a marbleized round cap for this range.



It is notable that the complex gradient spraying technology and the unique marble texture material have posed significant challenges to the manufacturing process. Traditionally, marble materials have low production capacities and extended delivery times. However, after enhancing the process to preserve the smooth marble texture and conducting multiple rounds of on-site supervision, repeated polishing, and improvements, production efficiency has significantly increased. Now, it only takes one month from order confirmation to shipment, ensuring that each bottle cap has a unique effect.

The secondary packaging box design intertwines the brand story with the fragrances, utilizing matte art paper and three-dimensional printing to emphasize the fragrance name. Additionally, the silver-stamped brand logo is crafted to convey the brand's commitment to creating a customized, exclusive aromatic experience that evokes cherished memories of a good life.



THE RESULTS

AWARD

WARM RICE won the gold medal at the 2023 Edition Fragrance Created in CHINA Ceremony Awards.



THE FUTURE

Meiyume is collaborating with VOG&DEESSE to expand and introduce additional products within their fragrance line.

Additionally, Meiyume is eager to offer extensive turnkey support to brands all over the world, utilizing its manufacturing facilities and Innovation & Development Lab to achieve innovative solutions.