

FRAGRANCE

Brand: U by Ungaro for Him & Her

Brand Positioning:

Premium fragrance for the man and woman who wear fragrance as an element of status and who like show their spontaneous style and bold self-confidence.

Brand History:

Launched the Women's fragrance in brochure 15, 2008 and the Men's in brochure 16, 2008.

Your Target Customer:

For women who prefer floral fresh woody fragrances and men who prefer woody aromatic fragrances.

Hit Products:

U by Ungaro for Him

Eau De Toilette, Aftershave Conditioner, Body Wash

U by Ungaro for Her

Eau De Parfum, Body Lotion, Shower Gel, Purse Spray

U by Ungaro for Him



U by Ungaro for Her

