



SPRIGÉ ESSÉ

THE ESSENCE OF REFINED NATURE

NEHA.S.BABU
GCC DIGITAL MARKETING

Brand Overview

SPRIGÉ ESSÉ

Pronunciation: spree-zhay es-say

Meaning: Inspired by “sprig” and “essé” (essence), representing the pure soul of refined nature.

Tagline

The Essence of Refined Nature

About SPRIGÉ ESSÉ

SPRIGÉ ESSÉ is a premium perfume brand rooted in elegance, nature, and modern refinement. The brand blends botanical inspiration with sophisticated perfumery to create timeless fragrances for individuals who value subtle luxury. SPRIGÉ ESSÉ positions itself as a niche yet aspirational brand, appealing to consumers who seek authenticity, craftsmanship, and emotional connection through scent.

SPRIGÉ ESSÉ Isn't Just a Perfume, It's a Signature

In a world full of fragrances that smell good for a moment, **SPRIGÉ ESSÉ** exists to be remembered.

SPRIGÉ comes from sprig a fresh shoot of nature.

ESSÉ means to be your presence, your essence.

What makes SPRIGÉ ESSÉ different?

SPRIGÉ ESSÉ blends nature's finest elements with modern refinement, creating a fragrance that feels personal, not overpowering. While others are loud and fleeting, this scent is subtle, long-lasting, and unforgettable.

It doesn't chase trends.

It creates presence

Why SPRIGÉ ESSÉ

Elegance Without Effort SPRIGÉ ESSÉ is for people who don't need to announce themselves.

It's for:

The confident, not the noisy

The refined, not the flashy

Those who leave an impression without trying

Long-Lasting, Close to the Skin

The best fragrances don't shout across the room.

They stay close, warm, and personal—lasting for hours and unfolding slowly.

People lean in.
They ask.
They remember.

A Brand With Soul

SPRIGÉ ESSÉ isn't mass-produced luxury.
It's **considered luxury** every detail intentional

The name

The scent structure

The minimal elegance

It feels expensive because it *is thoughtful*.

What Makes SPRIGÉ ESSÉ the Best?

It Smells Like Identity, Not Trend

SPRIGÉ ESSÉ fragrances aren't made to follow fast trends. They're designed to become your scent the one people recognize before they see you.

Nature, Refined Not Raw

No overpowering notes.

No artificial loudness.

Just quiet luxury

Target Market

Primary Audience

Age: 20–40 years

Gender: Unisex focus

Lifestyle: Urban, style-conscious, premium buyers

Preferences: Niche perfumes, luxury aesthetics, unique brand stories

Secondary Audience

- Luxury Perfume collectors

Life style & fashion enthusiasts

Gift buyers

Marketing Strategy

1 Branding Strategy

Consistent visual identity (logo, colors, typography)

- Strong storytelling around nature and refinement
- Focus on emotions and experiences rather than loud promotion
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2 Digital Marketing Strategy

Social Media Marketing

- Platforms:
- Instagram
- Pinterest
- YouTube Shorts / Reels

3 Offline Marketing Strategy

Pop-up stores in premium malls

- Presence in concept stores and boutiques
- Elegant sampling cards
- Luxury gift sets for festivals and special occasions
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4 Influencer & Collaboration Strategy

Collaborate with micro-influencers in beauty, fashion, and lifestyle

Partner with content creators who focus on elegance and minimal luxury
Limited-edition collaborations

5 Website & E-commerce Strategy

Clean, minimalist website design

Strong product descriptions with scent storytelling

Easy navigation and mobile optimization

Blog section on fragrance notes and inspiration

Pricing Strategy

- Premium pricing to reflect quality and exclusivity
 - Limited discounts
- Focus on value, craftsmanship, and experience

Promotional Strategy

- Launch campaigns with storytelling videos
 - Free samples with first purchases
- Loyalty programs for repeat customers
- Seasonal campaigns inspired by nature

Conclusion

SPRIGÉ ESSÉ is more than a perfume brand. it is an experience of refined nature and quiet luxury. Through thoughtful branding, strategic marketing, and emotional storytelling, the brand aspires to build long-term loyalty and a distinctive presence in the premium fragrance market.