

Brazil's Dog Perfume Maker's Dream: To Conquer Paris

Contributed by Geovana Pagel
Tuesday, 01 July 2008

Brazil's Pet Passion, a maker of perfumes for dogs and cats, has ambitious plans. It wants to export to Europe, preferably beginning with the land of perfume: France. "If we manage to export to the French, then we will gain the necessary status to sell in any market, including Dubai," says the director and partner at the brand, Emerson Wan.

The businessman, who is also a chemist, has just returned from a two-week trip to France. In Paris, he researched new essences, visited pet shops and factories that make perfumes for animals in the south of the country.

"I was very glad, because our perfume has a superior packing than what I have seen around there. Furthermore, our fragrances are as good as the European, or even better," he celebrates.

The company has already received contacts from Spain, has a contact in Italy, but did not close any deals yet. "The important thing is that now we know we are on the right path. Right now, we are defining the strategies we are going to use in order to reach the importers," he says.

According to Wan, Pet Passion only works with the best raw materials, many of which are imported from France, by the way. One such example is lavender, which comes from Provence, France. "It is precisely this care that sets us apart," he explains. "And our care extends from the leaf to the flask, from choice of raw material to the handicraft manufacturing process," he states.

Headquartered in Curitiba, capital of the southern Brazilian state of Paraná, the company has developed five fragrances, plus a professional line for bathing and trimming. Although the brand is over 10 years old, it changed owners in 2005, and was recently reformulated and repositioned within the market.

"The concept, the choice of fragrance and raw material, everything is done by us," explains the businessman, who already enjoyed working with fragrances even before he went to the university.

"What I do is, I explain the type of fragrance that I want and the ingredients I want used. From then on, the creative process is a challenge to be taken on by the perfumer," he explains. The handicraft manufacturing of approximately 2,000 liters of perfume per month is outsourced to a local factory.

Pet Passion products can be found at pet shops in the states of Rio Grande do Sul, Santa Catarina, Paraná, São Paulo, Pernambuco, Paraíba, Goiás, Bahia and Maranhão. Soon, they will also be available at stores in the states of Rio de Janeiro, Minas Gerais, Mato Grosso and Tocantins.

Service

Pet Passion

Site: www.petpassion.com.br

Email: petpassion@petpassion.com.br

Anba