**Perfume Holding launches the Digital Channels**

**Paris, 19th December 2014** - Perfume Holding is proud to announce the launch of the new **Digital Channels of Perfume Holding Group.**

Perfume Holding digital strategy has the aim to support the Group internationalization strategy widening the reach of its audience. The launch of the digital channels is the first step towards the implementation of a comprehensive digital communication project, which will be carried out by Perfume Holding Digital Operations.

A coordinated and integrated use of the new digital tools will help Perfume Holding to share brands and corporate news, as well as to facilitate the accessibility of Company and products information to all our stakeholders and to current and potential customers.

Furthermore, PH is willing to improve the Group identity by leveraging the image and the new communication code. A multichannel strategy and a better management of the digital channels will allow it to reach this goal by maximizing the visibility and the on line presence raising the reach of Perfume Holding’s portfolio ADV campaigns.

The metrics show very promising results, in the first two weeks our Facebook page reached over 20,000 followers.

We hope you will find the new “Perfume Holding social channels” plenty of information and a useful tool to share the culture of our Group.

Lastly, aware of the importance covered by the influence and the reach of the digital channels, we hope you will join us and share our channels with friends, media contacts, bloggers, stakeholders and important referents helping us to gain a wide and trustful followers base.

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