



## IMPORT PARFUMERIE

is the leading Swiss perfume retailer in the prestige perfume segment and also stocks a wide range of high-end skincare and cosmetics. Here, customers will find a wide range of fragrances for men and women, make-up plus prestige care products at bargain prices. The range features around 11 000 items in total.

[www.impo.ch](http://www.impo.ch)



**Net sales 2017**  
CHF 145 million



**Market position**  
Switzerland's leading provider of prestige perfumes



**Number of POS**  
121



**Sales area**  
10042 m<sup>2</sup>



**Online shop**  
Over 8 000 items, free home delivery or collection in-store (Click & Collect), online ordering facility at the POS (Order on Behalf)



**Number of employees**  
689, including 43 apprentices



**Vision**  
As a cross-channel supplier we are the market and price leader for prestige perfumes and cosmetics



**Offering**  
Wide range of women's and men's fragrances, bodycare and makeup as well as haircare and sun care products in the prestige segment plus fashion accessories



**Services**  
Expert advice, testers, product samples



**Sustainability achievements**  
Use of LED lighting at POS; energy management in the area of heating, air conditioning and electrical power