



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 19 000 items in total.

www.impo.ch



Net sales 2019
CHF 147 million



Market position
Switzerland's leading perfume retailer in the prestige perfume segment and the number one specialist format for perfumes



Number of POS
115



Sales area
9 593 m²



Online shop
Over 12 000 items, free home delivery or collection in-store (Click & Collect), online ordering facility at the POS (Order on Behalf)



Number of employees
657, including 45 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, make-overs



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