



## Press Release

### **MECKIIE PERFUMES. A TRIBUTE TO YOURSELF.**

**MECKIIE is the first Austrian COSMOS certified organic premium brand in the niche perfume market. Getting the show started are three extraordinary unisex fragrance creations. The expressive scents convey a clear attitude: the appreciation of yourself.**

MECKIIE was founded in Vienna in 2018 by the Austrian entrepreneur Karin Singer, who is both the creator and manufacturer of certified organic natural cosmetics products. The company makes its debut with three perfume creations. The three debut fragrances are NOPLAN, FATE and CLASH, all of which are sure to touch the senses and soul those who wear them with exceptional key components and exquisite carriers.

MECKIIE fragrances are an appreciation of yourself. They take you on a journey to yourself, with yourself, about yourself. Wearing and experiencing the scent the fragrance is like a time-out for yourself, a reminder of your self-esteem and an impetus for you to remember what is important, to rejoice, to be free and to embrace the fullness of life. The bold unisex fragrances lend the wearer an individual scent that is full of character and depth and is just as special and diverse as its wearer. The fragrances will leave you feeling incredible and smelling exceptional. MECKIIE fragrances are also long lasting. The certified organic, high-quality, highly concentrated natural ingredients ensure you can enjoy the great feeling and fantastic scent for a long time.

*“When I catch a scent of a beautiful fragrance it is a very strong moment for me. I become completely lost in my emotions. It is an intense moment that touches my senses and my soul and seduces and even compels me to surrender to it. The whole world stops as the scent enthralls me, tantalizing every fiber of my being, giving rise to thoughts and memories and leaving me with a sensation of floating on air,” explains Karin Singer and adds: “In this day and age we need someone or something that actively encourages us to take care of ourselves and to be positive. My desire is to create these moments with my fragrances for women and men to experience. The organic aspect of wearing a natural, pure, honest fragrance is another component of my vision.”*

MECKIIE Fragrances are for people who love the extraordinary, the unusual, who love detail, who care about their origin and transparency, who prefer individuality over uniformity, who attract the beautiful things in life, who are confident in style, who like subtle innovations and at the same time appreciate craftsmanship, who have a heart for art with a special beat, who are life-affirming and have both feet planted firmly on the ground, as well as those who dance through life and laugh in the face of destiny and fate, who look to the future and cherish the past and value traditions, who

have the will to succeed, to seek peace and serenity, to liberate themselves and who love and live freedom. People who want to be the way they are. People in touch with their inner self, who are confident in who they are and stay true to themselves. People who are willing to take risks, who think and act outside the box, who are close to nature, urban, dynamic and vital with a strong character. These are modern aesthetes, stylists, cosmopolitans, individualists, avant-gardists, aficionados, connoisseurs, trendsetters.

### **MECKIIE UNISEX PERFUMES - a Debut with three fragrance creations.**

MECKIIE follows a concept of clear and short fragrance recipes, the highest organic quality ingredients and a focus on what is inside the bottle instead of investing in superficial appearances.

The curator of all the elements of MECKIIE fragrances has integrated her idea of self-esteem, freedom and strength into every single fragrance composition, packaging design and brand communication.

The quality of each long-lasting fragrance is ensured by the highest quality, highly concentrated natural certified organic ingredients. The trio of fragrances each promises to whisk you away in an uplifting olfactory experience.

Karin Singer does not believe in detailed descriptions of fragrances because they categorize, evaluate, restrict and do not correspond to the modern zeitgeist. She prefers you simply discover the fragrances for yourself and form your own opinion.

### **NOPLAN**

Patchouli, Benzoin, Vanilla, Frankincense, Atlas Cedar, Lime blossom, Gin, Alcohol

Created in an outburst from nowhere, NOPLAN is an open, arbitrary composition that nevertheless makes a beautiful, unmistakable, clear statement.

### **FATE**

Bergamot, vetiver, neroli, lavender, gin, alcohol

FATE is a powerful, multi-faceted, delicate liaison of a few ingredients that were brought together by fate to form a unique fragrance.

### **CLASH**

Tonka bean, ylang-ylang, lavender, frankincense, orange, patchouli, lime blossom, gin, alcohol

CLASH embodies the bold clash of the individual components, which when brought together in this creation result in a rich, inimitable fragrance.

### **COSMOS SEAL - Internationally Certified Organic.**



COSMOS  
ORGANIC

All MECKIIE perfumes are not only 100% natural, but also certified ORGANIC in accordance with the international COSMOS standard and proudly bear the label COSMOS Organic certified. Cosmos certified products are produced to the highest international standards for organic and natural cosmetics, are safe, efficient and functional.

Furthermore, manufacturers must ensure that packaging is minimized, environmentally friendly and that resource-saving processes are established in production. MECKIIE perfumes are therefore subject to very strict guidelines and inspections several times a year.

## **THE DESIGN - Flacon and Packaging.**

The flacon and the packaging embody the DNA of the fragrances and are dedicated to the diversity of the wearers. With the environment in mind, the packaging is reduced to a minimum and made of resource-saving materials. The fragrance packaging is made from environmentally friendly, matt cellophane cardboard and stands out with its expressive, colorful, 3-dimensional graphic design that gives impressions of the body, power and beauty of the fragrances making it a true eye-catcher and ensuring high recognition. Inside the packaging you will find a black doodle drawn by Karin Singer without a template or plan. It represents the conception, creation and realization of the ambitious perfume project. Doodles have a similar function to dreams. They help us to process desires and goals and to concentrate. On the inside of the top flap is the inspirational text: "A TRIBUTE TO YOURSELF". Inside you will find a pendant that you can label with your own message and keep with you as a reminder or talisman, for example on a keychain, in your wallet or on the bedside table or your desk at work. The rectangular, thick transparent glass flacon embodies clear, sleek lines and represents our personal commitment to transparency while expressing the high quality and strength of the fragrances by allowing you to see the intense, real perfume colors. The label subtly takes two colors from the respective packaging and uses the different shades of color to give the prominently placed fragrance name a shimmering effect. The eyes of the beholder are immediately drawn to it, touching the senses and leading them to imagine what they will experience when they wear the fragrance.

## **AVAILABILITY.**

MECKIIE perfumes are available from the company's own online store at [www.meckie.com](http://www.meckie.com). Shipping is offered to Europe, USA and Asia. MECKIIE is also available in selected national and international stores listed on the website. MECKIIE perfumes come in 75 ml/2.54 fl. oz. flacons for a price of 169 Euro incl. VAT.

## **THE STORY BEHIND MECKIIE.**

Karin Singer has always had a passion for fragrances and perfumes. Already at a young age, her pronounced olfactory perception compelled her to gather countless fragrances and scented candles in her room at her parent's house. Exceptional fragrance creations and later, especially niche scents captured Karin's interest.

Some years ago, the business administration graduate and communication consultant started her journey towards her own fragrance creations with a room scent that she created as a give-away for her wedding. She found the joy and fun of doing something that she had never learned, the courageous experimentation without a plan or guidance and the will and the conviction to create something wonderful to be incredibly motivating. This experience and the overwhelmingly positive feedback from the recipients made the consultant think seriously about realizing her childhood dream of creating her own perfume. In early 2017, Karin's beloved mother passed away after a short but fierce battle with cancer. Her life had suddenly gone completely off track, but at the same time a clear decision had been made. From this point forward, Karin was no longer going to postpone anything in life. She was going to dream big dreams and not let fears get in the way of her ambition. She started her perfume project as a newcomer and developed her first fragrance creations. Next she found an experienced, certified organic production partner in Vienna paving the way for her to found

MECKIIE in early 2018. The brand name comes from her mother's talisman and is a tribute to her.

**MECKIIE PERFUMES KEY DATA.**

- 3 debut creations: NOPLAN, FATE, CLASH
- Unisex fragrances
- Eau de Parfum
- 75 ml/2.54 fl. oz. Flacon
- COSMOS certified organic
- Made in Austria. Made in Vienna.
- Sales via online shop [www.meckiie.com](http://www.meckiie.com) (Europe, USA, Asia)
- Sales price: EUR 169.00 incl. VAT.

Images:

Copyright: MECKIIE

Reprinting for press purposes free of charge!

Press Contact MECKIIE:

Karin Singer | Owner & Creative Director

Email: [karin@meckiie.com](mailto:karin@meckiie.com) | Mobil Europe: +43 660 706 1429

[@meckiie](https://www.meckiie.com) | [www.meckiie.com](http://www.meckiie.com)

SINGER CC e.U.

Weimarer Strasse 46

1180 Vienna | Austria