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PRESS BOOK
2023

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> PRESS RELEASE



INTRODUCING AKRO
NINE EVOCATIVE FRAGRANCES THAT
BOTTLE EVERYDAY TEMPTATIONS

THE BRAND

Passion. Tattoos. Tobacco. Weed. Alcohol. Chocolate. Cannabis. Holidays. Caffeine. Cupcakes.

These nine irresistible temptations are the inspiration behind Akro, a fresh and innovative fragrance brand capturing the essence of a hit, a high, a rush - the taste of everyday pleasures. This original endeavour has been lovingly executed by Master Perfumer Olivier Cresp and his forward-thinking daughter Anais.

Thanks to Olivier's expertise and Anais's ingenuity, nine extraordinary scents were born: seaweed, hazelnut, cumin and whiskey are just a few of the unconventional notes that shape this unique collection. Olivier has combined these outliers with superb ingredients from the Firmenich palette, the renowned perfumery where he has formulated fragrances since 1992.

"Akro is for people that don't like to say no, for people that live life through excess," explains Anais Cresp.

THE BACK STORY

Anais Cresp, daughter of celebrated Master Perfumer Olivier Cresp, moved to London in the late 2000s. She landed in Ladbrooke Grove, a historic centre of British counterculture, social activism and music. Quickly falling in love with her new environment, she started experimenting with the new sensations around her - and knew she had to share them with her father.

Anais was keenly aware of the power of perfume, and came upon the idea of a fragrance line inspired by the pleasures and temptations of everyday life. She approached her father, who was struck by the notion. Olivier appreciated the challenge and understood the possibility of such a taboo concept. Together, they explored the proposition and began to experiment in scent and in life, marrying excess with aroma. Alongside the scents, rich memories were created - memories to last a lifetime.

One could say that the parents of this fragrant prodigy are French and English. The French word "Accro" translates as "hooked" - as it is to be dependent or obsessed with something. Akro stems from its pronunciation, "ackro" - and the perfume names, AWAKE, HAZE, SMOKE, DARK, MALT, NIGHT, INK, BAKE, and RISE are in English. This mix is a fitting combination for this multicultural, cross-generational family business.

@akrofragrances

"In perfumery I have tried to break the codes," says Olivier Cresp, co-founder of Akro. Always been unique, evocative and quietly avant-garde. The perfume that really put him on the map was Thierry Mugler, now one of the most successful and well-recognised perfumes on earth. "Angel" nickname: King of Gourmands, and earned him the title of a Master Perfumer.

Paco Rabanne's 'Black XS', Dolce & Gabbana's mega-selling 'Light Blue', Yves Saint-Lauren's 'Nina' only cemented his reputation as the greatest perfumer of his generation. But he did not create his own brand.

"Perfumery: Figurative and transgressive," says Olivier. "A concentration of our experiences, discoveries."

are rooted in the diverse, fashionable corners of London and inspired by a

summer night. Tokes are passed, beats are blasting, bodies throbbing. HAZE is the smell of the green, infused with clary sage and absinthe. SMOKE is the aroma of a freshly opened tobacco pack. SMOKE is the most of tobacco leaves, benjoin resin, birch leaf and tonka beans. BAKE is the scent of caffeine first thing in the morning? If so, then AWAKE is the most of coffee beans. AWAKE is like the morning fix that brings you back

or, DARK is like a sophisticated guilty pleasure, with notes of desire, with notes of rose, white musk, saffron and cumin.

ly experience of a really good whiskey. The bite and the is a scent that will bring you back to your first bit of

eat treats and cakes. BAKE is a fragrance inspired by truffle and rich vanilla. RISE's notes of fresh coconut water, pineapple want.

lection. Olivier Cresp experimented with private and invigorate with Anais as the

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version
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AKRO PRESS ARTICLES

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Akro hosted approximately 20 influencers partners in the New York City area to **the tattoo shop INKED NYC** to celebrate the IKN launch.

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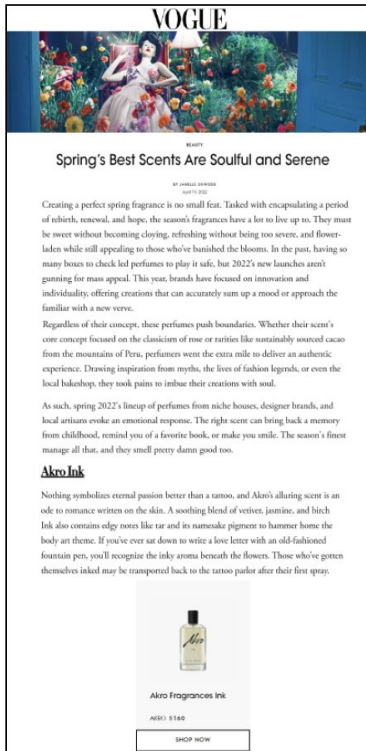
The event provided guests with an introduction to the brand and to be among the first to experience INK. The intimate setting also allowed guests to personally introduce themselves to **Master Perfumer Olivier Cresp** and co-founder Anais Cresp.

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The Communications team secured coverage for INK in digital outlets including **Vogue.com** and **SidewalkHustle.com**. An interview with Olivier and Anais Cresp was conducted on **Sidewalk Hustle** which highlights the story of the brand and the inspiration behind the newest launch, INK. INK was also included as one of **Spring's best scents on Vogue.com**.



VOGUE

BEAUTY

Spring's Best Scents Are Soulful and Serene

BY JARRELL GREENBERG
APRIL 11, 2022


Creating a perfect spring fragrance is no small feat. Tinked with encapsulating a period of rebirth, renewal, and hope, the season's fragrances have a lot to live up to. They must be sweet without becoming cloying, refreshing without being too severe, and flower-laden while still appealing to those who've banished the blooms. In the past, having so many boxes to check led perfumes to play it safe, but 2022's new launches aren't gunning for mass appeal. This year, brands have focused on innovation and individuality, offering creations that can accurately sum up a mood or approach the familiar with a new verve.

Regardless of their concept, these perfumes push boundaries. Whether their scent's core concept focused on the classics of rose or rarities like sustainably sourced cacao from the mountains of Peru, perfumers went the extra mile to deliver an authentic experience. Drawing inspiration from myths, the lives of fashion legends, or even the local bakeshop, they took pains to imbue their creations with soul.

As such, spring 2022's lineup of perfumes from niche houses, designer brands, and local artisans evoke an emotional response. The right scent can bring back a memory from childhood, remind you of a favorite book, or make you smile. The season's finest fragrance all that, and they smell pretty damn good too.

Akro Ink

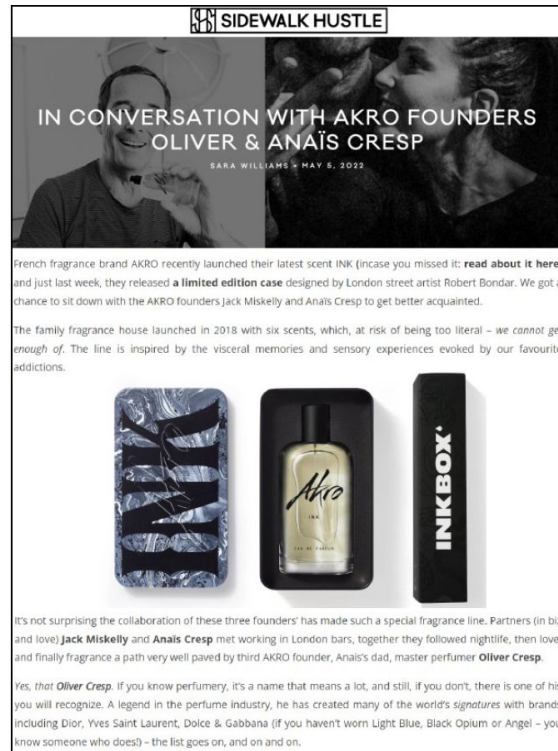
Nothing symbolizes eternal passion better than a tattoo, and Akro's alluring scent is an ode to romance written on the skin. A soothing blend of vetiver, jasmine, and birch Ink also contains edgy notes like tar and its namesake pigment to hammer home the body art theme. If you've ever sat down to write a love letter with an old-fashioned fountain pen, you'll recognize the inky aroma beneath the flowers. Those who've gotten themselves inked may be transported back to the tattoo parlor after their first spray.



Akro Fragrances Ink
AKRO \$160

SHOP NOW

[Vogue.com](#)
15,200,000 UMW




SH SIDEWALK HUSTLE

IN CONVERSATION WITH AKRO FOUNDERS OLIVER & ANAÏS CRESP

SARA WILLIAMS • MAY 6, 2022

French fragrance brand AKRO recently launched their latest scent INK (incase you missed it: [read about it here](#)) and just last week, they released a **limited edition case** designed by London street artist Robert Bondar. We got a chance to sit down with the AKRO founders Jack Miskelly and Anais Cresp to get better acquainted.

The family fragrance house launched in 2018 with six scents, which, at risk of being too literal – we cannot get enough of. The line is inspired by the visceral memories and sensory experiences evoked by our favourite addictions.



It's not surprising the collaboration of these three founders' has made such a special fragrance line. Partners (in biz and love) **Jack Miskelly** and **Anais Cresp** met working in London bars, together they followed nightlife, then love, and finally fragrance a path very well paved by third AKRO founder, Anais's dad, master perfumer **Oliver Cresp**.

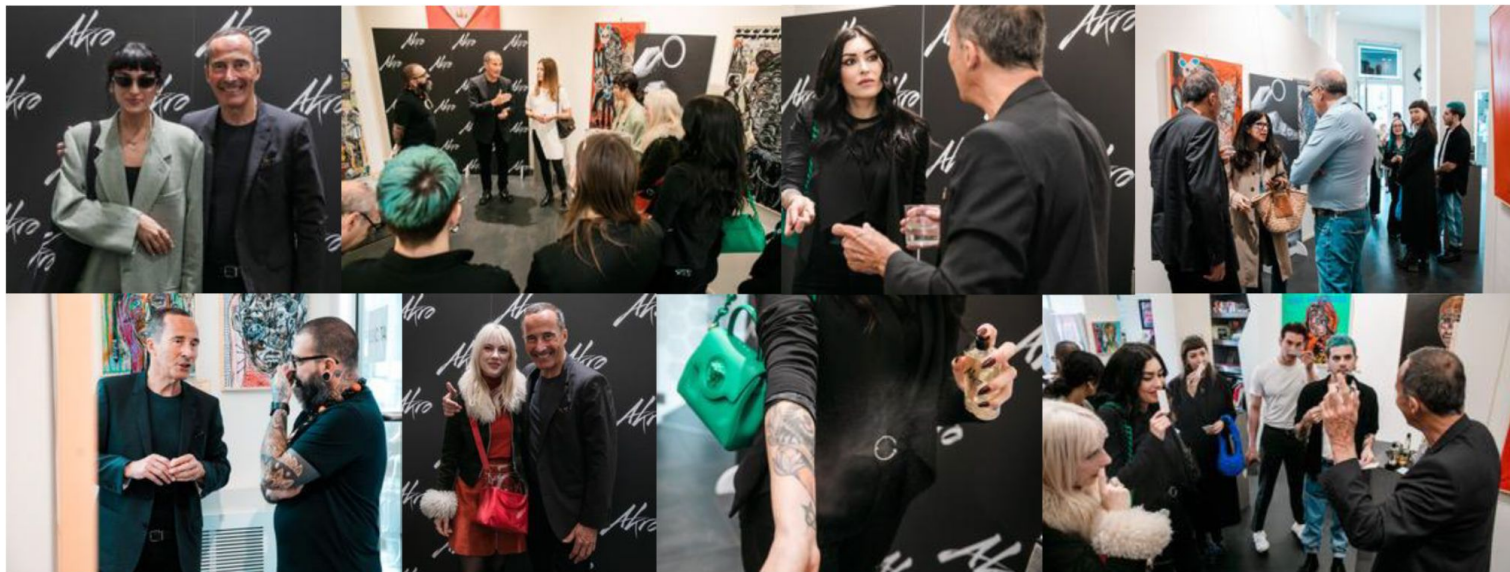
Yes, that **Oliver Cresp**. If you know perfumery, it's a name that means a lot, and still, if you don't, there is one of his you will recognize. A legend in the perfume industry, he has created many of the world's *signatures* with brands including Dior, Yves Saint Laurent, Dolce & Gabbana (if you haven't worn Light Blue, Black Opium or Angel – you know someone who does!) – the list goes on, and on, and on.

[SidewalkHustle.com](#)
50,000 UMW

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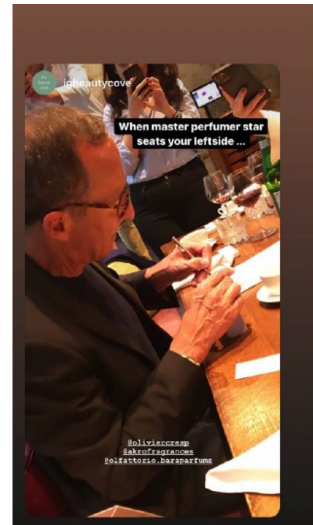
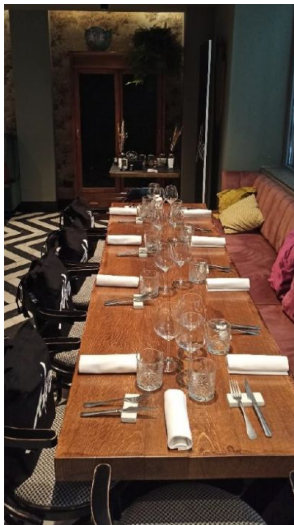


OLFATTORIO INK EVENT
DAY 1: **MEET & GREET** with the influencers

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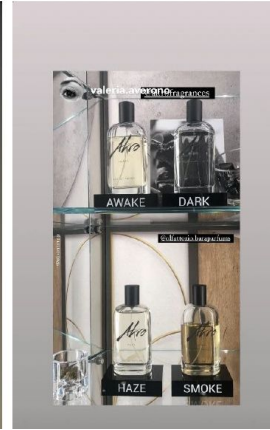


DAY 2 : LUNCH with a selection of journalists
and **MEET & GREET** with the customers
@Olfattorio bar a parfums.

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DAY 2 : LUNCH with a selection of journalists and **MEET & GREET** with the customers @Olfattorio bar a parfums.

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Activity: The KGA PR team hosted an **intimate fragrance discovery session with Master Perfumer, Olivier Cresp**, to unveil the latest Akro fragrance as well as encourage attendees to discover the **existing fragrance collection**.

Anaïs Cresp started the Akro journey, teaching press and influencers about the brand's heritage, connection to London and personal experiences before a scent discovery led by Olivier. The new Ink fragrance was revealed to guests alongside a concept video –under embargo.

x17 top press contacts from key titles attended the event and enjoyed an **immersive brand experience** before departing with a press bag containing the new Ink fragrance.

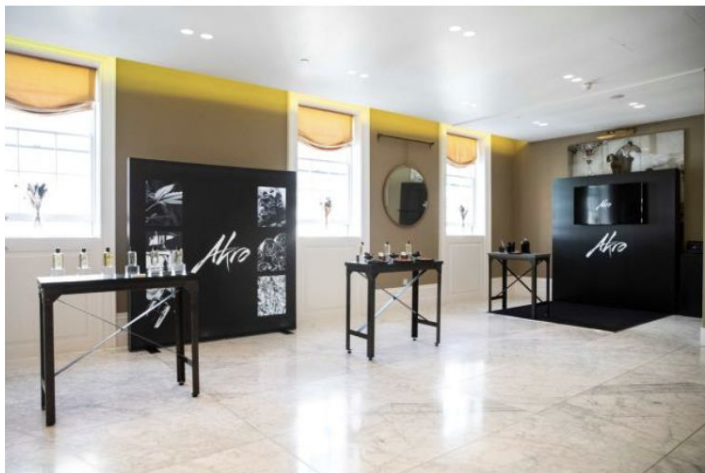
x4 contacts were also given a **1-1 interview opportunity with Olivier Cresp** for larger features during the event.

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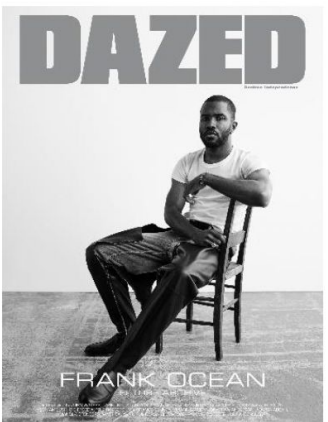
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17 PRESS ATTENDEES



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Courtesy of Akro

Cigarettes, coffee and sex: fragrance brand Akro is bottling your vices

BEAUTY - BEAUTY RISING

These perfumes are for everyone bored of smelling like roses

Dazed Digital – April
Circulation: 4,000,000

Summer's Hottest Perfume Trend Is...Savoury

NATALIE WALL

LAST UPDATED 20 APRIL 2022, 7:00



Refinery29 – April
Circulation: 3,000,000

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Beauty > Fragrance

What are gourmand perfumes? Meet the delectable fragrance family inspired by food

This selection of indulgent scents runs the gamut from subtly sheer to surprisingly sophisticated.



9 of 12

AKRO
fenwick.co.uk

Akro Dark Eau de Parfum, £140

SHOP NOW

A refined and mature gourmand that explores the tantalising juxtaposition between bitter and sweet, this expertly crafted scent draws inspiration from legendary Soho chocolatiers. Cocoa and dark chocolate make for a fascinating and seductive base, while nonchalant notes of cinnamon and hazelnut keep this fragrance adult and oh-so-cool. Akro is inspired by bottling your indulgences and one piece is simply never enough when it

GOOD HOUSE KEEPING — MAY
Circulation: 1,700,000

GRAZIA

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Father's Day Grooming Gifts That He Will Really Thank You For

Akro - Ink, £140

The Akro range of perfumes explores additions (such as chocolate, smoking, coffee and sex) and its latest offering Ink is inspired by tattoos. The parallels between tattoos and perfume are obvious - an instant reminder of a place and time, something to wear on the skin as an expression of how you feel, of your passions and interests - but does it work as a scent? It's a 'yes' from me. It is shot through with black ink that's deep, dark and alluring. There's also jasmine, bringing a subtle floral note and vetiver, acting as way of stitching it all together into a coherent whole. This singular vision of perfumery won't be for everyone, but a great choice for a more 'rock & roll' Dad.

VIEW OFFER → £140 www.fenwick.co.uk



GRAZIA Daily — May
Circulation: 400,000

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Modern oud perfumes to take your breath away

Story by Medina Azaldin • 16 Aug

React | Comments | 3



10) Akro
£70.00

From the perfumer that brought us icons such as Mugler Angel and Dolce & Gabbana Light Blue comes Akro, an ode to moments of pleasure and debauchery. Night conjures up memories of an evening out with cocktails aplenty, a potential romance just brewing around the corner. Under the masterful nose of Olivier Cresp, this translates into a sophisticated composition of rose, powdery iris and just a touch of oud.

MSN — AUGUST
Circulation: 795,000,000



THE PERFUME SOCIETY
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Scenting Stranger Things



Jim Hopper (David Harbour) – AKRO Smoke from £70 for 30ml eau de parfum

Now Hopper has been through a lot already, and his troubles only increase this season. Former Hawkins Chief of Police, protective father-figure to El and revered by fans as a supposedly 'unlikely' sex symbol for the first seasons, we're sure he's swaying those who hadn't already swooned. 'Bottled without restraint or moderation, a concentration of excess,' the AKRO collection are inspired by guilty secrets and addictions – and we certainly can't get enough of this fragrance, or Hopper, come to that. Given his clever use of fire in one particularly nail-biting scene, and the fact that he really deserves a quick drag (OK, we obviously don't approve of smoking, but the man needs a cigarette break!) the deliciously resinous drift of tobacco smokiness in this scent would surely appeal...

THE PERFUME SOCIETY — AUGUST
Circulation: 400,000



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20 best perfumes for women: From sandalwood to delicate florals

From cult classics to new contenders, find your new signature spritz here

Viola Levy • Thursday 28 April 2022 10:04



Akro awake: £140, [Akrofragnances.com](https://www.akrofragnances.com)



Best: For espresso addicts / lovers of rich, smoky scents

The Akro range is the brainchild of West Londoners Jack Miskelly and Anais Cresp whose love story reads like a Richard Curtis film. They apparently met while working in a pub in Notting Hill and spent the summer exploring the city together, as well as visiting Anais's native Paris. This led to the creation of a perfume line (Anais's dad is world-renowned perfumer Olivier Cresp and the "nose" behind this range).

Each scent is inspired by the city's excesses: weed, tobacco, chocolate, sex, whiskey and coffee – and most Londoners are bound to be familiar with at least a few of them. Awake is like a double shot of espresso, embodying that comforting smell of your first cup of the morning on your way to work. The coffee is blended with spicy cardamom and earthy notes of vetiver, one of those scents that cling to a coat and evoke the gritty glamour of West London.

If you love rich, smoky perfumes like Santal 33 (from £60, [Cultbeauty.co.uk](https://www.cultbeauty.co.uk)) but don't want to smell like every other hipster in East London, this is an equally brooding and mysterious alternative.

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IG 19K



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IG 17K



@ALICEDUPARCQ
IG 18K



@KLAUDIACLOUD
IG 33K

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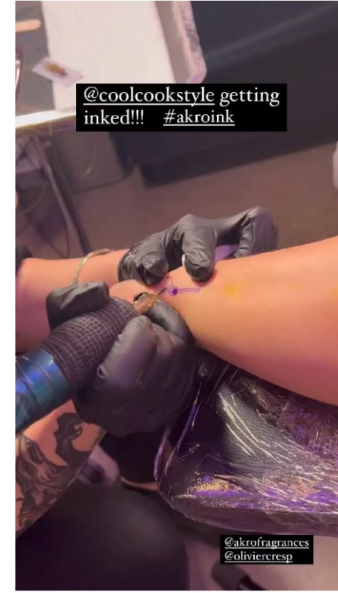
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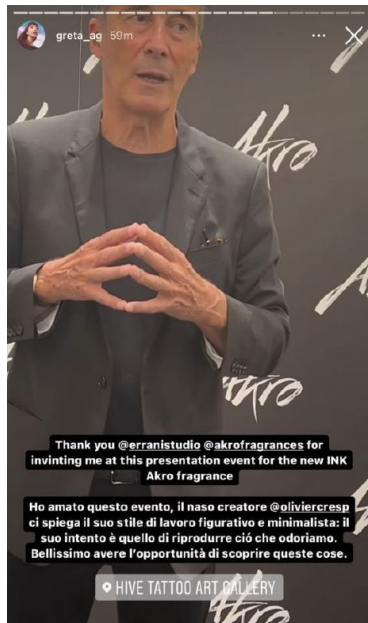


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