



For Immediate Release  
October 2012

## Pañpuri Wins Bronze Pentaward for Femme Fatale Perfume Sachet



**Pentawards 2012**—the first and only worldwide competition exclusively devoted to packaging design in all its forms—presented **Pañpuri's Femme Fatale Perfume Sachet Collection** with an esteemed **Bronze Pentaward** for the Luxury category (retailer/brand), further solidifying the collection as a truly award-winning opus!

The 6th official Pentawards Ceremony, held in Paris—one of the most beautiful cities in the world, rightfully known as the “city of light” for its architectural and historical marvels—awarded winners with bronze, silver, gold, platinum or diamond Pentawards according to the creative quality of their work.

**Pañpuri's Femme Fatale Perfume Sachet Collection** scents and adds luxury to any space, with its pure cotton sachet that makes a classy adornment whilst imbuing homes, wardrobes, suitcases, offices, cars, desks, drawers, or other enclosed space with airy

Pañpuri  
International Brand Communication/Press Office  
Bangkok, Thailand  
T: +66 (0) 2256 9088, 2256 9089 ext.101  
F: +66 (0) 2256 9885  
E: hestialbo@panpuri.com



fragrance. The aroma is concealed in environment-friendly volcanic rocks that seals in fragrance for up to four months.

Named after an illustrious French phrase famous for its connotation to the feminine wiles of splendor, lure and wit, **Pañpuri's Femme Fatale Perfume Sachet Collection** befittingly celebrates ten legendary and iconic women who started revolutions, ruled kingdoms and inspired followers. All inspired by ten female characters in literature, film and society, each scent in the collection is a sophisticated blend of precious essences and fine fragrances celebrative of womankind's glamour and depth.

These story-based scents, the newest addition to Pañpuri's home ambiance range, made their debut at the 2011 Maison & Objet Fair in Paris, where Pañpuri had won "Best New Range" for its predecessor, Signature Collection.

Packaging design from the world over created or brought out in 2011/12 was judged by a likewise international jury that selected the winners in accordance with the creative quality of the work submitted, including experts from USA, Korea, UK, Belgium, Japan, Germany, China and Sweden, with Gérard Caron of Admirable Design France as the Chairman of the International Jury.



#### **About Pañpuri Femme Fatale Collection**

The Femme Fatale Home Ambiance collection is a series of Perfume Candles and Perfume Sachets, all inspired by ten female characters in literature, film and society. Each scent in the collection is a sophisticated blend of precious essences and fine fragrances: Original Sin (inspired by Eve); Asp Bite (inspired by Cleopatra); Thousand Sails (inspired by Helen of Troy); Kyoto Riverbed (inspired by Izumo No Okuni); Fortnight Hence (inspired by Juliet Capulet); Slice of Cake (inspired by Marie Antoinette); Eye of the Day (inspired by Mata Hari); The Aviatrix (inspired by Amelia Earhart); Cause Célèbre (inspired by Marilyn Monroe); and Southern Belle (inspired by Scarlett O'Hara).

**Pañpuri**

**International Brand Communication/Press Office**

*Bangkok, Thailand*

T: +66 (0) 2256 9088, 2256 9089 ext.101

F: +66 (0) 2256 9885

E: [hestialbo@panpuri.com](mailto:hestialbo@panpuri.com)