



FOR IMMEDIATE RELEASE:

A Whiff of Difference

Bergdorf Goodman Uncorks the Real, Rare and Precious Scents of Ajne
Parfumerie and Apothecary

New York City's Bergdorf Goodman has always been first in luxury, elegance and service. Now, the iconic emporium by the park offers yet another first – rare and precious perfumes made from natural plant and flower essences. With the premiere of Ajne Parfumerie and Apothecary on Bergdorf's Beauty Level in late March, 2007, New Yorkers will finally experience the difference. “Many consumers do not realize that in most commercial fragrances, a flower isn't really a flower, nor is a wood truly a wood,” says Jane Hendler, the artisan parfumeur and Certified Master Essential Oil Therapist behind Ajne. “Most products use synthetic ingredients and aromachemicals. True rare and precious perfumes, on the other hand, return to old world and even ancient practices of using real plant ingredients, many of them more costly than pure gold,” says Hendler.

It all started at a secret address in Carmel, California -- the original Ajne Parfumerie & Apothecary, where scent-seekers indulge in private blending appointment with Hendler or take home a bottle from her extensive collection of “prêt-a-porter” perfumes, lotions, shower gels, and more. Hendler has blended for Hilary Swank, Reese Witherspoon, Lucy Liu, America Ferrera, Jessica Biel, Kanye West and Clint and Dina Eastwood among others.

Now, Ajne makes its exclusive New York home at Bergdorf Goodman, offering a selection of its most swoon-worthy prêt-a-porter fragrances, all crafted by Hendler from the largest collection of rare and precious oils in the country, if not the world. Ajne's expert staff at Bergdorf will also be available to create “demi-blends,” or a customized mix of prêt-a-porter fragrances and individually chosen ingredients. Hendler herself will be on hand for private custom blending by appointment during special in-store appearances April 12 – 18, and quarterly thereafter.

“Ajne's unique individual approach to the art of perfume is totally in keeping with the spirit of Bergdorf Goodman and the level of service we have always offered our clientele,” says Ed Burstell, SVP –GMM, Beauty Level, Main Floor and Shoes of Bergdorf Goodman. “We are excited to be able to offer our shoppers the only fragrance experience of its kind in New York.” At Bergdorf Goodman, clients may take a special Ajne fragrance analysis test to help define and refine their preferences and guide them toward the selection of a prêt-a-porter or demi-blend parfum.



During the Bergdorf debut, Ajne will also launch its newest fragrance, Psyche, a heady blend of exotic champaca, frankincense, bergamot, rose and neroli inspired by the novel Perfume. Ajne will offer one-ounce eau de parfums opulently housed in a handmade Bohemian clear crystal filigree bottle. Bergdorf Goodman will also exclusively offer an elegant one-fourth ounce size Bohemian filigree flacon, available in a selection of colors.

For further information, please visit www.ajne.com

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