Somerset duo launch designer perfume subscription service, Scentful, available for UK-wide delivery

Tuesday 21 July, 2020

Designer perfume subscription service Scentful (www.scentful.co.uk) has now launched, delivering handpicked scents in beautiful mini vials that surprise and delight each and every time, eliminating the need to purchase large bottles which very often end up largely going to waste.

Co-founded by Somerset couple Heidi and James, the idea for Scentful came as the pair realised that they had spent a small fortune accumulating a large collection of designer perfumes and colognes, many of which went largely unused. Often, scents were purchased on the basis of first impressions, yet later they discovered that the fragrance reacted differently on their skin over time once the top notes had faded and the heart and base notes became more prominent - changing the way they felt about the scent.

Enter…Scentful. A surprise designer fragrance subscription box allowing perfume lovers to not only discover new fragrances they perhaps wouldn't normally think to try but also to experience fragrances for a month without the commitment of spending £40-50+ on a bottle, only to later realise it's not the fragrance for them.

Each month, subscribers receive one box that fits through their letterbox containing a thirty day supply of two 5ml designer scents, hand-picked by the Scentful team, allowing for approximately 4-5 sprays a day.

The ‘For Her’ subscription was launched on 2nd July, with the ‘For Him’ subscription launching in the coming months.

Unlike other perfume subscription services which let subscribers choose one specific 10ml fragrance each month, Scentful brings the element of discovery and surprise, introducing their subscribers to scents which they otherwise may never have discovered.

A choice of 1, 3, 6 or 12 month plans are available, starting from £10.95/mo on the 12 month plan. Each box includes a thirty day supply (based on 4-5 sprays a day) of two 5ml scents chosen to complement each other perfectly, and an information booklet on the two fragrances. All Scentful fragrances are 100% authentic and purchased from authorised distributors. The boxes are sent with free UK shipping and fit straight through your letter box, conveniently avoiding any need to wait in and customers have the freedom to cancel at any time.

For images, interview requests or to organise for a sample to be sent, please don’t hesitate to contact the Scentful team at: hello@scentful.co.uk

Media:



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