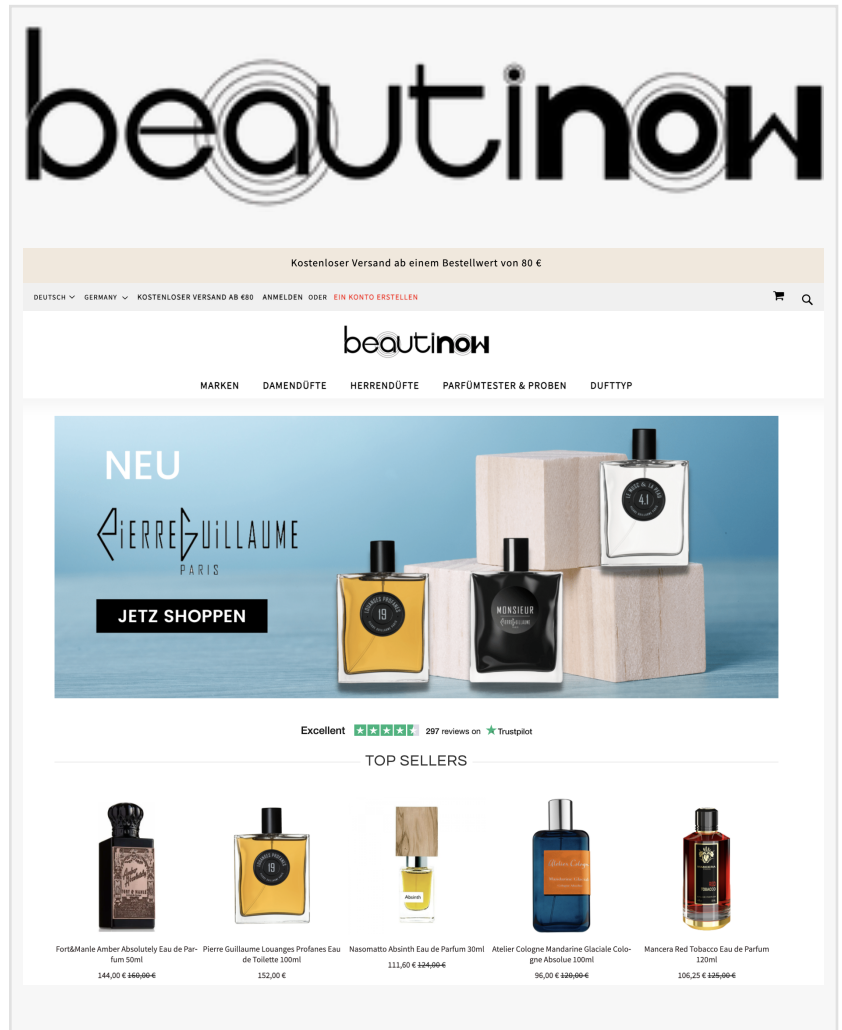


BeutiNow Launches European Online Niche Perfume Store

BeutiNow BV, the Dutch largest exporter of niche perfume to China, launches an eCommerce store, serving niche perfume lovers in Europe.

CAPELLE AAN DEN IJSSEL, ZUID HOLLAND, THE NETHERLANDS, January 12, 2022 /EINPresswire.com/ -- BeutiNow, the largest Dutch exporter of [niche perfume](#) to China, launches an eCommerce store targeting the European market. The company traditionally ships perfumes direct to consumers in China from their warehouse in the Netherlands. "Given that we already stock a large collection of Europe's most popular [niche perfume brands](#), it makes strategic sense that we also sell to the European market," says founder Hengfu Dai.

While capitalising on its extensive niche perfume supplier network and large purchasing volumes, the company is able to offer highly competitive prices to make niche perfume as accessible as possible to a larger audience. Moreover, the website is launched in English, German, and Dutch offering a truly localised shopping experience with the most popular European payment methods.



“

Mainstream is boring, the future is niche.”

Hengfu Dai

When asked why the eCommerce store focuses on niche perfume instead of mainstream brands, Mr. Dai replies: "Fragrances are personal and people are unique. The limited choice offered by mainstream brands does not allow one to truly express themselves." He adds: "Virtually in every market people are seeking unique products. They

want cars with lots of customisation, bags that are limited edition, and specialty imported food from foreign countries. That's not different with perfume. Mainstream is boring, the future is niche."

BeautiNow will continue to expand its product selection, which currently already includes popular niche brands such as Mancera, Xerjoff, and Bortnikoff. The company also offers [perfume testers](#) at below the price of similar perfume with original packaging. The website will in the near future also be translated in more European languages, allowing company expand into more European markets.

H. Dai

Beautinow B.V

suzi@beautinow.nl

Visit us on social media:

[Facebook](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/560424613>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.