



biehl. parfumkunstwerke  
hamburg new york

## Art in a flacon

**“Quality rather than quantity” could be Thorsten Biehl’s simple motto. Some people do not wish to wear mass-produced perfumes. The fragrances expert from Hamburg offers them a fabulous alternative. He has had some of the world’s finest perfumers create distinguished, unusual fragrances obtainable only from perfume stores offering exclusive products and individual advice.**

Have you ever sniffed *mb02* , or perhaps *al01*? These mysterious formulae are the names of exclusive perfumes by biehl. parfumkunstwerke. These can be purchased only from selected perfumeries in large German cities and international metropolises.

*mb* here stands for Mark Buxton and *al* für Arturetto Landi, two of today’s most renowned perfumers.

They have placed their expertise at the service of Thorsten Biehl, an internationally respected fragrances expert with almost twenty years of experience in the perfume industry. In his "olfactory gallery", Biehl has assembled a fascinating elite of the world’s most skilled fragrance developers and up-and-coming perfumers. Six top perfumers can create their perfumes for biehl. parfumkunstwerke without any regard for such commercial aspects as market research, marketing or maximizing profits. Such creative scope for perfumers enables them to produce some quite extraordinary fragrances.

The purism of having names for perfumes embodying the initials of the perfumer concerned and the index number of his work is part of the scheme: “My focus is always on the work and the artist behind it,” explains Thorsten Biehl. For the flacon and packaging, for example, he opted for luxurious yet minimalist design. Thorsten Biehl’s simple, standard, transparent 100ml glass flacon simply carries his logo and the name of the perfume. Nothing should detract from the real Kunstwerk – the fragrance. Exclusivity and quality is everything. "That is why we cooperate exclusively with select distribution partners and produce our perfumes – 13 so far – in a limited edition.“ These fragrances give their wearers fresh opportunities for conveying personality along with that little extra note of exclusivity.

Working for Biehl just now are Mark Buxton of German/British parentage, Arturetto Landi, an Italian, Patricia Choux from France, Egon Oelkers and Geza Schön, Germans, along with his father, Henning Biehl, a German/American. Such a concentration of creative potential must be almost unparalleled. Apart from the exclusive parfumeurs in Hamburg, Munich, Los Angeles or Vancouver where Thorsten Biehl fragrances are obtainable, you can also buy them online from [www.ausliebezumduft.de](http://www.ausliebezumduft.de)

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#### **About biehl. parfumkunstwerke**

Founded by Thorsten Biehl in 2006, biehl. parfumkunstwerke is an olfactory gallery that offers distinguished perfumers scope for devising some extraordinary creations. Free of any commercial pressures, international fragrance artists create unusual and exclusive scents for the lover and connoisseur of perfume that are being sold in minimalist packaging and limited editions by selected parfumeurs.

[www.biehl-parfum.com](http://www.biehl-parfum.com)