



BIZ IN BRIEF | 07.2022

## A PERFECT PEARL: THE PERFUME SHOP TURNS 30

The Perfume Shop was founded in 1992 and is still going strong. To celebrate its 30th “pearl” anniversary, it is looking to the future. Customers will get to enjoy a wide range of celebratory offers and be confident that they are shopping with a responsible retailer. The new anniversary commitments to the planet include reducing its carbon footprint by 90%, planting one million trees and removing 100,000 new bottles from circulation – all by 2030. It is also a strong supporter of the community and has pledged to raise £1 million for its charity partners by 2026.