



## **Grand opening of the first ipuro store in Germany**

**Shortly after launching the new online shop: The market leader for decorative room fragrances opens its flagship store in "MyZeil" in Frankfurt**

**Niedernberg, xx. July 2021** – "MyZeil" is located in the heart of the metropolis on the Main. And from August 3, 2021, the popular shopping mall in downtown Frankfurt will have one more attraction to draw visitors in: This marks the day that Germany's first ipuro store, covering an area of 40 square meters on the ground floor, opens its doors. "The very first ipuro store is a big step forward for our popular brand. We're delighted that with MyZeil in Frankfurt we were able to find the perfect location for making our extensive range of products physically available to all the senses – from room fragrances to scented candles to electric diffusers, everything you need to transform any location in the world into an unmistakable feel-good atmosphere," says Andrea Homann, Business Division Manager at ipuro.

### **Fragrance station to discover and smell**

On the day of the grand opening, ipuro invites shoppers to join an event in front of the new flagship store to experience the great array of possibilities that the independent brand has to offer. Exciting fragrance variations such as ipuro cuir noble, ipuro santal blanc and ipuro oud intense are just waiting to be discovered and sampled at our little fragrance station. The first ipuro store came about as a response to high demand from end consumers. It represents the next pioneering step to further establish the brand. The independent webshop at [www.ipuro.com](http://www.ipuro.com) was launched just a few weeks ago. Since then, our innovative and inspiring range of fragrance variations have been available to order directly and conveniently online.

### **About ipuro**



ipuro is the market leader for decorative room fragrances, founded in 2004 by Christian Gries. In addition to exciting and inspiring fragrance creations, the brand has numerous technical innovations in its portfolio, including electrical fragrance solutions for the smart home. ipuro is available from DEPOT, depot-online.de and partners. Find out more at: [www.ipuro.com](http://www.ipuro.com) and [www.depot-online.com](http://www.depot-online.com).

PR contact:

Verena Briel // Lisa-Marie Woltmann

Tel.: +49 (0)211 / 43079 – 247

Fax: +49 (0)211 / 43079 – 233

Email: [ipuro@gciworldwide.com](mailto:ipuro@gciworldwide.com)

GCI Germany

Unternehmensberatung für Kommunikation

Berliner Allee 44

40212 Düsseldorf