



Press Release
September 2014

**New boutique brand HoD Perfumes launches first fragrance N-Lyten
just in time for Christmas.**



N-Lyten eau de parfum

HoD Perfumes, which stands for House of Dipty, is a new luxurious boutique perfumery in London.

HoD Perfumes releases its first fragrance, N-Lyten eau de parfum this September, with 192 limited edition 50ml bottles. This engaging scent sits in a beautiful curved tumbler-shaped bottle with a black and gold Ankh charm bracelet. It makes a highly original Christmas gift for someone special.

Designed for the most discerning women, N-Lyten is a sultry, rich fragrance, elegantly capturing an array of notes, with bursts of green tea, grapefruit and lotus followed by touches of violet leaf and gardenia and complemented by woody base notes. The alluring scent is the perfect luxury for a sophisticated, aspiring and passionate woman.

N-Lyten is Made in France in the perfume capital of Grasse where traditional methods are still used to make perfume, depending on the seasons, the crop and climate. HoD Perfumes uses only the highest quality natural essential oils to give you a uniquely sensual experience. It's designed to draw you back in time, to the cultures and traditions of ancient Egypt, Indochina and Greece, where perfume was treated like a gift from the Gods.

"HoD Perfumes is a journey into your stimuli. You will be transported into your own sensual world by wearing my scents. N-Lyten is an alluring fragrance specially blended so that whoever wears it will feel sophisticated and desired by others," Dipty Patel, Founder



Here's what some of the first customers of N-Lyten have to say:

"What a fragrance, it's not modest, it's not overwhelming, it's simply divine! The name sums up all my sentiments – go N-Lyten yourselves!"
- Yaksha Patel, Business Analyst

"The HoD brand is fresh and sophisticated and the N-Lyten fragrance completely echoes this. It's a scent that works for all age groups and will remain a firm favourite of mine."
- Cara McFadyen, MarComms Manager

"N-Lyten is a glorious scent to wear, taking me perfectly through morning to evening, from feisty to alluring in one day. All packaged in a perfectly formed bottle which wouldn't look out of place in any boudoir. Delightful."
- Sarah Ker, Baker

Note to the Editors:

Dipty Patel, from Surrey, is an experienced senior project and events manager who dreamt of one day owning her own perfume business. Then in 2014 she established HoD Perfumes after training at one of the oldest perfumeries in France, Galimard in Grasse, home to the art of French perfume making. She spent her professional training surrounded by the inspiring antique copper production equipment; discovering the extraction methods of aromatic flowers and plants, and in the 'Studio des Fragrances' mixing essential oils. She uncovered some of the mysteries behind perfume making and learnt from the best 'noses' in the business.

For further information on the HoD Perfumes collection, including fragrances for men and women, home fragrances and massage oils visit the website. Dipty also creates bespoke fragrances for individuals and corporate clients.

N-Lyten can be purchased through the website. High-resolution images are available upon request.

For interviews and sample requests please call Dipty directly on: 07956 536 382

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