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**Luxury Brand Mercedes-Benz signs with PCA Group
for Distribution of New Fragrance Line**

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution – has collaborated with the leading luxury design brand Mercedes-Benz for United States and Canadian distribution for their new fragrance line.

As an already established world-renowned luxury brand, Mercedes-Benz is expanding their expertise from designer cars and goods to fragrance. *Mercedes-Benz Parfums* are made for both men and women and work to enhance beauty, while also symbolizing the signature of success with merely a scent.

“Working with such a well-known luxury brand like Mercedes-Benz is a privilege and great opportunity,” said The PCA Group President Piyush Golia. “Their illustrious fragrance line distribution will be facilitated by us throughout the United States and Canada, using the latest technology in our negative energy warehouse. We’re thrilled to be working alongside them while they continue to explore new ways to grow their brand.”

“When I work with these top tier and lavish brands to create a product, I also want them to be represented properly as such, to match that status,” said Oliver Cresp, one of the Master Perfumers on the project. “The PCA Group is providing that for us.”

With meticulously chosen ingredients and a commitment to innovation, *Mercedes-Benz Parfums* encapsulates perfectly the promise Mercedes-Benz has made to ensure the status of luxury with everything they do. With sensual notes of rose and fresh grapefruit, to bold blends of cedar leaf and nutmeg, these charged scents are crafted to make a lasting impression.

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents, and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Mercedes-Benz Parfums, visit <https://parfums.mercedes-benz.com>.

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