

**Perfume  
House**

www.iranperfumehouse.com

Dear Turkish Consulate General,

I hope this letter will find you well. Firstly, I would like to extend all my gratitude and thankfulness for your kind reply to my pervious letter. To open this mail, I would like to introduce our complex to you . We , Ayot Complex (perfume house Iran group) , are wholesaler of women's underwear and perfumes, all of which are presented in our luxurious boutiques. Since Turkey is counted as one of the richest country in the world in terms of the fashion, clothing and etc. , I , Mohsen Amin , the founder of Perfume House Iran , should be most grateful if you could favorably cooperate with my complex in order to import some of the most famous brands of women's underwear into my unique and luxerious women's underwear boutiques (Banou, Mashhad), one of which has been opened recently in one of the most luxurious , modern towers of Mashhad (Armitaj) . Moreover , I would like to request for having the permission to run some Turkish brands' official agencies including cosmetics and Turkish great perfumes such as NISHAN; in order to get the chance having our own distributions. It should be also mentioned that I took the liberty to write such a request to you since not only you have been always kind towards our complex, but also the Turkish brands have been remarkably appreciated by Iranian for decades. Should you have any questions regarding this request, please do not hesitate to reach me via following contacts. Lastly, please find a presentation of my complex attached.

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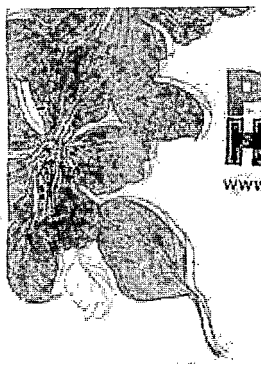
Sincerely Yours

Mohsen Amin (Ayot)

Founder of Perfume house Iran

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## Biography

Perfume House group has been founded by Mohsen Amin (Ayot) in 1998 in the field of cosmetics & fragrances. Mohsen Amin started his career running a small shop called Yas (Jasmine) located in Mashhad known as the second city of Iran in terms of importance, size, and population, which is also the center of Khorasan Razavi province.

In 2002, he opened his second gallery under the name of "Roje" in order to achieve a better place in this market and take an essential step toward achieving his dreams. Roje very soon became the first place providing specialized consulting service for clients. We declare that not alike such activities have been done before in the province whereas most of consultations were delivered in untaught ways.

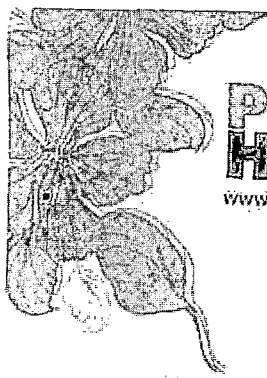
Then in 2005, our first exclusive boutique called "Perfume House" was established in order to present the concept of niche perfume, unique boutiques and modern brands. Neither the coincidence of Iran's sanction by the world community nor being in inaction economic situation influenced Perfume House attempts for keeping its top and prestigious level.

The biggest and the most luxurious member of this big family was born in 2010 with 210 square meters space located in one of the oldest and most unique streets of Mashhad (Malek Abad). This gallery with the cooperation of diligent and expert personnel tried to introduce a new concept of this business to the entire country. To this end, high quality perfumes such as Puredistance, House of Sillage, Xerjoff, Jovoy, Lubin, Histoires de parfums, Bois 1920, Mark Buxton, Creed, Carner Barcelona, liquides imaginaires, Antonio Visconti, Gritti, and ... have been and still are our shelves' guests.

The fifth member, an exclusive women underwear shop, was established to represent the union of beauty horizons where perfumes and womanity are merged. To this end, it made its wall up with the most reknown brands in the world such as Simone Perele, Wacoal, Warner's, Spanx, Body Wrap, Dream Girl, Espiral, After EDEN, Banana moon, Boobs & bloomers, Fashion forms, Leg avenue, Nicky Nobel.

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Since Mashhad is counted as one of the most important cities in terms of religion and tourism not only in Iran but also in Middle East, two other galleries have been founded in Madinat al-Reza hotel- a five star hotel in 2014, and Homa hotel- a five stars hotel in 2015 in order to provide services for international as well as internal customers.

The eighth branch of Perfume House group is a luxurious shop located in new constructed Armitaj tower with 200 squares meters space, which is also a precious vitrine for presenting high quality perfumes.

Recently, the group has run an online service shopping called "Alo- Perfume" by means of which any order of costumers with no time and place restriction from all around the country are accepted and are delivered for free in precious packages.

The perfume café, which is now under construction, will be a cozy place for perfume lovers where they can try and discuss the most well-known perfumes while they are serving their coffees. It is a place for those who admire perfumes and coffee.

Now, after 15 years of dedicated activities done to satisfy costumers' demands and requirements, and having become distinguished for our up-to-date staff and our flexibility, "Perfume House" group has introduced its self as an assured & well-known local brand.

Mohsen Amin was born in 29/03/1981 in Zahedan. His father was from Gonabad, and her Mother is from Ferdous. His father who was a judge was transmitted to Mashhad for rest of his duties. From his very early days of childhood, Mohsen fell in love with perfumes since his father was using to wear perfume, and that was the beginning of his story. Even in his childhood games, he used to play a salesman's role.

Mohsen Amin has been know not only for his successful business, but also because of his creativity, and noble ideas.

"Our masterpiece is to introduce the best option amongst perfumes' ocean for each of our customers".

Mohsen Amin (Ayot)

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