



THE PERFUME SOCIETY
DISCOVER · EXPLORE · ENJOY



Celebrate International Fragrance Day 2021 with a #Smellfie!

Sunday 21st March is, once again, **International Fragrance Day**, and **The Perfume Society** is asking you to take part by sending us a **#smellfie**! What is a **#smellfie**? A selfie with your favourite fragrance. It's that easy.

We've been asking people to celebrate their favourite fragrances on this day for five years now, last year combined photos got over 52,000 likes with bloggers, celebrities and perfume lovers from around the world all getting involved by posting. Help us this International Fragrance Day and share your **#smellfie**!

How to post:

On Instagram: hashtag **#smellfie** and tag **@theparfumesociety** in your photo

On Facebook: hashtag **#smellfie** and tag **@ThePerfumeSociety** in your photo

On Twitter: hashtag **#smellfie** and tag **@Perfume_Society** in your post/photo

PLUS, we have created **3 Instagram filters** for you to snap away with and some **#smellfie GIFs** to accessorize your post – find the filters under the filter tab on our profile and the GIFs by searching 'smellfie' when adding to story!

After all the images are in, we'll be choosing our **top 5 favourites**: the most inventive, the most artistic, the ones with the best captions! Every winner will receive **The Perfume Society's NEW Seasonal Scents Subscription**. The top winner will receive a **subscription and a fragrance bundle worth £300**. Overseas winners will receive an **International Subscription to *The Scented Letter***, our online magazine dedicated to scent.

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