



PRESS RELEASE

drom fragrances welcomes perfumer Jim Krivda in light of U.S. expansion

New York/Munich, August 17, 2018 – On August 1st, Jim Krivda joined drom’s creative team as Vice President, Senior Perfumer, based out of drom’s fragrance design studio in New York City. The strategic growth of the local team of perfumers will further contribute to the revamped U.S. strategy of the international fragrance house.

Under the new leadership of Bertrand Lemont, drom’s U.S. operations have been going through a renewal process for several months, driving its business with the mid-size domestic brands. “Jim is a great fit for drom. He shares our philosophy of unlimited creativity and collective success, which enables us to service our clients with customized and innovative fragrances,” says Lemont. “We are very happy to welcome him to our perfumery team in the U.S.”

Krivda joins drom from Mane and brings 33 years of cross-category industry experience in fine fragrance, personal care and air care. He started his career at Firmenich, training under the tutelage of French Master Perfumers Elie Roger and Harry Fremont. Krivda has also spent time at Fragrance Resources (acquired by IFF) and Givaudan. He holds a BS in Chemistry and a MS in Management.



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Jim Krivda, Vice President, Senior Perfumer

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drom fragrances (www.drom.com) has been creating and producing extraordinary fragrances since 1911. drom's goal since then has always been to design amazing scents through a unique combination of outside-the-box creativity, up-to-date trend insight and high-quality materials. Headquartered in Munich, Germany with a network of worldwide subsidiaries, drom's success has spread over four major regions: Europe, Asia Pacific, The Middle East, and The Americas. Taking pride in and continuing the family tradition, drom is now managed by Dr. Ferdinand Storp and Dr. Andreas Storp - the third generation of the Storp family.

In addition to Fine Fragrances, drom also produces fragrances for the Cosmetics & Toiletries, Hair and Home Care segments, and in Multimedia & Entertainment. High-tech production facilities in Europe, the U.S., China and Brazil, as well as representatives and subsidiaries on every relevant continent, ensure the necessary customer proximity and an annual production capacity of roughly 45,000 tons. Uniform production standards guarantee that drom's high quality requirements are always met worldwide.