

DANS LE NOIR ?

DANS LE NOIR ? DITCHES BLACK FRIDAY DISCOUNTS IN FAVOUR OF CHARITY DONATIONS ON NEWLY LAUNCHED NIGHTTIME FRAGRANCE



Iconic sensory experts **Dans le Noir ?** unveiled their **latest creation** this autumn, **Eau de Parfum de Nuit** - a fragrance crafted specifically for night-time wear to heighten and reinvigorate the senses.

To mark **Black Friday**, the brand is encouraging consumers to use the period for giving, by offering a **£40 charity donation for every 100 ml bottle sold on their website** with the code **SENSE** between **25th to 30th November**.

As advocates for the blind and disabled community, **Dans le Noir?** is supporting charity **Sense** over the Black Friday.

November 2024: This Black Friday, Dans le Noir ? - renowned in the UK for its groundbreaking sensory experiences and advocacy for the visually impaired community - is scrapping discounts in favour of supporting a charitable cause through sales of its brand new fragrance, **Dans le Noir ? Eau de Parfum de Nuit**.

As long-standing advocates for the visually impaired community and people with any disability, **Dans Le Noir ?** will donate £40 for every 100 ml bottle of **Dans le Noir ? Eau de Parfum de Nuit** sold on their website www.danslenoirparfums.com during the Black Friday week between November 25th and 30th.

Proceeds will go towards charity, Sense when shoppers enter the code **SENSE** at checkout.

Sense

Sense supports people with complex disabilities, including those who are deafblind, to communicate and connect with the world. The charity delivers personalised, creative and flexible support at every stage of life, no matter how complex someone's disability, through services like support for children and families, education, sports, and residential care, while also advocating for the rights and inclusion of disabled people.

Dans le Noir ? Eau de Parfum de Nuit is a new fragrance dedicated to the intimacy of the night. Created by Suzy le Hellec, a rising star in French perfumery and **Dans Le Noir ?'s** team of visually impaired sensory experts, the fragrance was crafted in the dark, designed to be worn at nighttime to bed.

Dans le Noir ? Eau de Parfum de Nuit uses soft top notes of silk and cotton, into warm, middle notes of sandalwood and creamy tonka bean, settling on a rich base of musk and vanilla. The blend creates a sophisticated fragrance, evoking tranquillity for the stillness of the night. The timeless, luxury scent is the perfect gift this festive season whilst also giving back to vital charity work.

“Everyone at Sense is incredibly grateful to Dans Le Noir ? for this initiative and their continued support for people with complex disabilities. As advocates for inclusion through their unique approach to sensory experiences, we’re proud to be working alongside them to raise awareness of the issues people with disabilities face and are thankful this collaboration will help provide crucial funds to help the people we support.”

Matt Hayes, Corporate Partnerships Manager at Sense



DANS LE NOIR ?

EAU DE PARFUM DE NUIT

PARIS

The initiative is available on all purchases of the 100 ml **Dans Le Noir ? Eau de Parfum de Nuit**, which retails at £139 and is available to purchase on www.danslenoirparfums.com. All sales will automatically generate a £40 donation from **Dans le Noir?** to Sense when using the code **SENSE** at the checkout.

ENDS

Notes to Editors:

For press enquiries, please contact danslenoir@boldspace.com.

High-res images available [here](#).

About Dans le Noir ?

Founded in 2004, **Dans le Noir ? is an innovative concept** that challenges traditional perceptions through sensory experiences, most notably with its pioneering 'dine-in-the-dark' restaurants. With **18 locations** in major cities around the world, **Dans le Noir ? offers guests the opportunity to explore taste, texture, and aroma in complete darkness, guided by visually impaired hosts.** The brand is committed to promoting **inclusivity** and raising awareness about the abilities of the visually impaired community.

With a mission to push boundaries and awaken the senses, **Dans le Noir ? continues to expand its influence beyond dining**, as demonstrated by **the launch of Dans le Noir ? Eau de Parfum de Nuit**, its first venture into the world of beauty products. Having offered **spa experiences** in Paris and Bordeaux for more than five years, and **sensory workshops** attracting thousands of visitors, the release of **Dans le Noir ? Eau de Parfum de Nuit** is the natural next step in the world of luxury and beauty to **help people explore their senses**.

For more information, visit www.danslenoir.com and www.danslenoirparfums.com