

SANCTUAIRE

• D E F L E U R S •

SereneB. — Parfumeuse de Vérité (Perfumer of Truth)

Executive Perfumer & Creative Director, SANCTUAIRE DE FLEURS



> “Transforming silent stories into olfactory art.”

ABOUT SERENEB.

SereneB., Parfumeuse de Vérité (Perfumer of Truth), is a perfumer, storyteller, and Executive Perfumer & Creative Director of SANCTUAIRE DE FLEURS. Her journey from Corporate America to entrepreneurship is rooted in lived experience and deep healing.

Although she experienced workplace trauma over many years in Corporate America, it wasn't until the past 5.5 years—through therapy and coaching—that she was able to name and address what she was experiencing. This period of intense reflection and healing gave her the clarity and courage to create SANCTUAIRE DE FLEURS, a luxury fragrance house devoted to truth, resilience, and transformation.

Her commitment to survivors runs even deeper: during college, she endured domestic violence herself. This experience underpins her lifelong advocacy for women and is the foundation behind MON ANGE, Chapter 2 of her fragrance launches. Through this fragrance, SereneB. honors survivors and amplifies their stories, partnering with organizations supporting women in crisis.

ABOUT SANCTUAIRE DE FLEURS

Founded in 2024, SANCTUAIRE DE FLEURS (“Sanctuary of Flowers”) is more than a perfume brand — it's a movement of storytelling and healing. Each fragrance begins with a narrative rooted in real human experiences and is formulated to evoke memory, courage, and transformation.

Philanthropy: With every purchase, \$1 is donated to organizations supporting survivors of domestic violence, including The National Domestic Violence Hotline and Share House Family Violence Crisis Center in the Atlanta metro area. SANCTUAIRE DE FLEURS also donates fragrance directly to women in crisis shelters, affirming that scent can be more than beauty — it can be a force for hope.

SIGNATURE FRAGRANCES

ILML (I Love My Locs) — A celebration of heritage, identity, and unapologetic self-love.

MON ANGE (launching October 2025) — Created to honor survivors of domestic violence and amplify their stories.

Future Releases — Limited-run extraits designed to sell out quickly and support meaningful causes.



THERAPY AND HEALING AS CORE INSPIRATION

SereneB.'s therapy and coaching journey not only helped her heal but also gave her the language and perspective to transform pain into purpose. Her fragrances are designed as modern anointing oils—prayers in liquid form—offering courage and remembrance to those who wear them. This authenticity distinguishes SANCTUAIRE DE FLEURS from traditional perfume houses, positioning it as both luxury and sanctuary.

WHY MON ANGE MATTERS

> MON ANGE is more than a fragrance; it's a dedication to survivors of domestic violence and an embodiment of SereneB.'s own journey. Each bottle contributes to organizations serving women in crisis, while the scent itself is designed to evoke courage, hope, and a sense of protection.

KEY MILESTONES & MEDIA MENTIONS

November 2024: Launch of ILML

October 2025: Launch of MON ANGE during Domestic Violence Awareness Month

October 14, 2025: Featured Guest on Beyond the Layoff: Black Women Rising with Kelly Charles-Collins, Esq. — The Speaker Mogul (Featured by ABC, CBS, NBC, Forbes, Fast Company & Authority Magazine)

Press Coverage: Local and national coverage pending; media kit now available for distribution.

IMAGERY & DOWNLOADS

High-resolution images of SereneB., the fragrance bottles, SANCTUAIRE DE FLEURS logo, and QR code available upon request.

PARFUMEUSE DE VÉRITÉ (PERFUMER OF TRUTH)

> This title signals SereneB.'s approach to perfumery: each fragrance is rooted in real human experiences and designed to evoke courage, remembrance, and transformation. By including the French phrase, SereneB. honors the tradition and prestige of fine perfumery while introducing a modern, intentional point of view.

PRESS QUOTES / TESTIMONIALS

“As featured on Beyond the Layoff: Black Women Rising with Kelly Charles-Collins, Esq. — The Speaker Mogul (Featured by ABC, CBS, NBC, Forbes, Fast Company & Authority Magazine).”
“She’s redefining what fragrance can mean — a sanctuary, a story, a revolution.” –
Supporter/Customer quote

CONTACT

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