







**50 ml** is an Italian company that sells and distributes artistic perfumes and cosmetics since 2013.



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# 50 ml in three words: sharing, passion, and authenticity!

## *Sharing*

For over 10 years, we have been reaching out to an audience that has become a genuine **community of more than 250,000 niche enthusiasts**.

## *Passion*

We don't just sell our products, **we tell their stories**, offering an **emotional, identity-driven**, and **educational experience**, by **self-producing** all our **content** like a true content factory.

## *Authenticity*

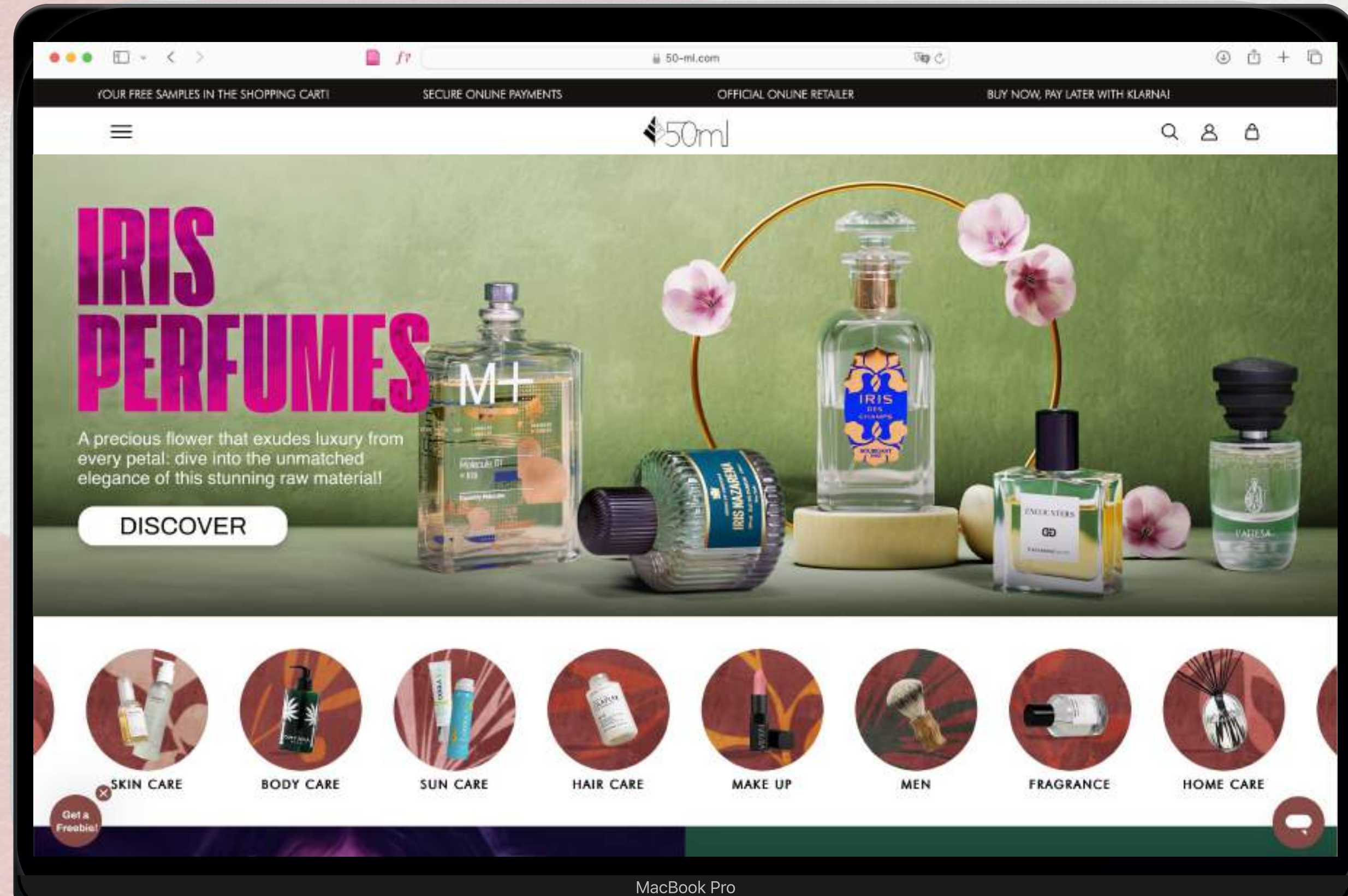
50 ml collaborates with **selected top-tier partners**, innovative labels, and perfumers – sometimes unconventional – brands that break traditional sales and promotion structures.

**The goal? To offer only the best for our customers.**





## The Website: 50-ml.com



Our e-commerce platform reaches over:

**660.000**

*Sessions per month*

**6.000**

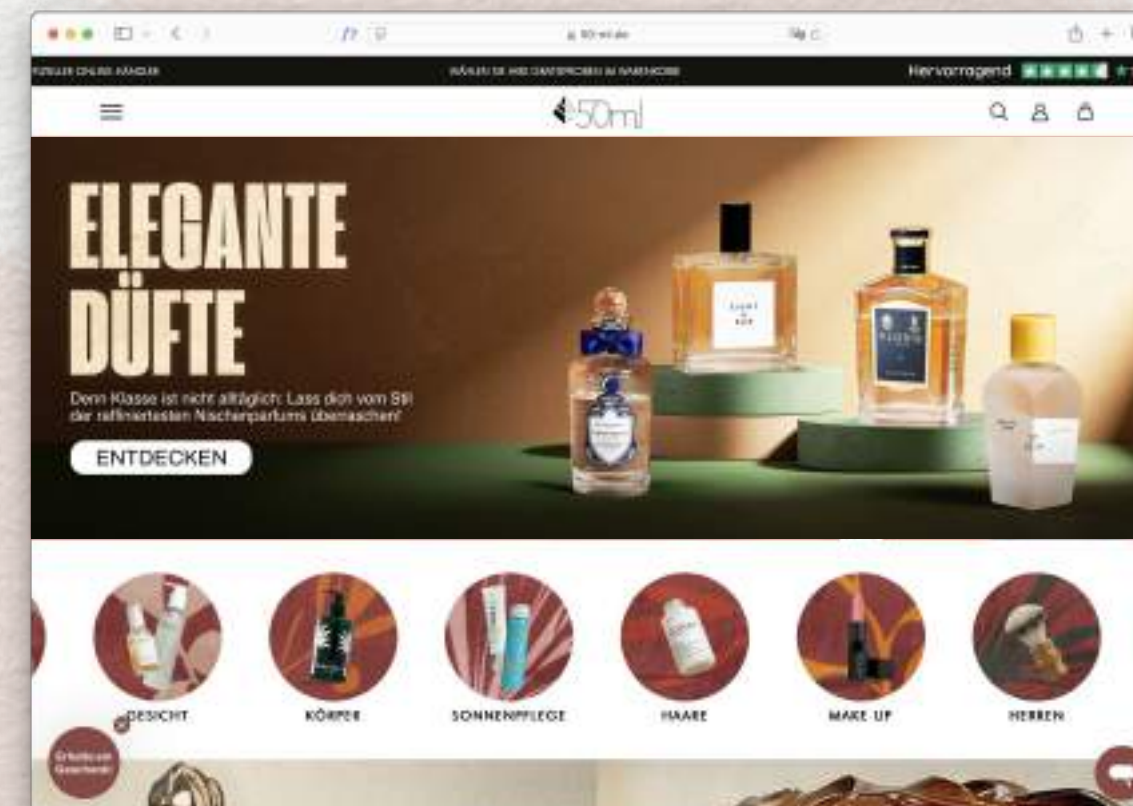
*Orders per month*



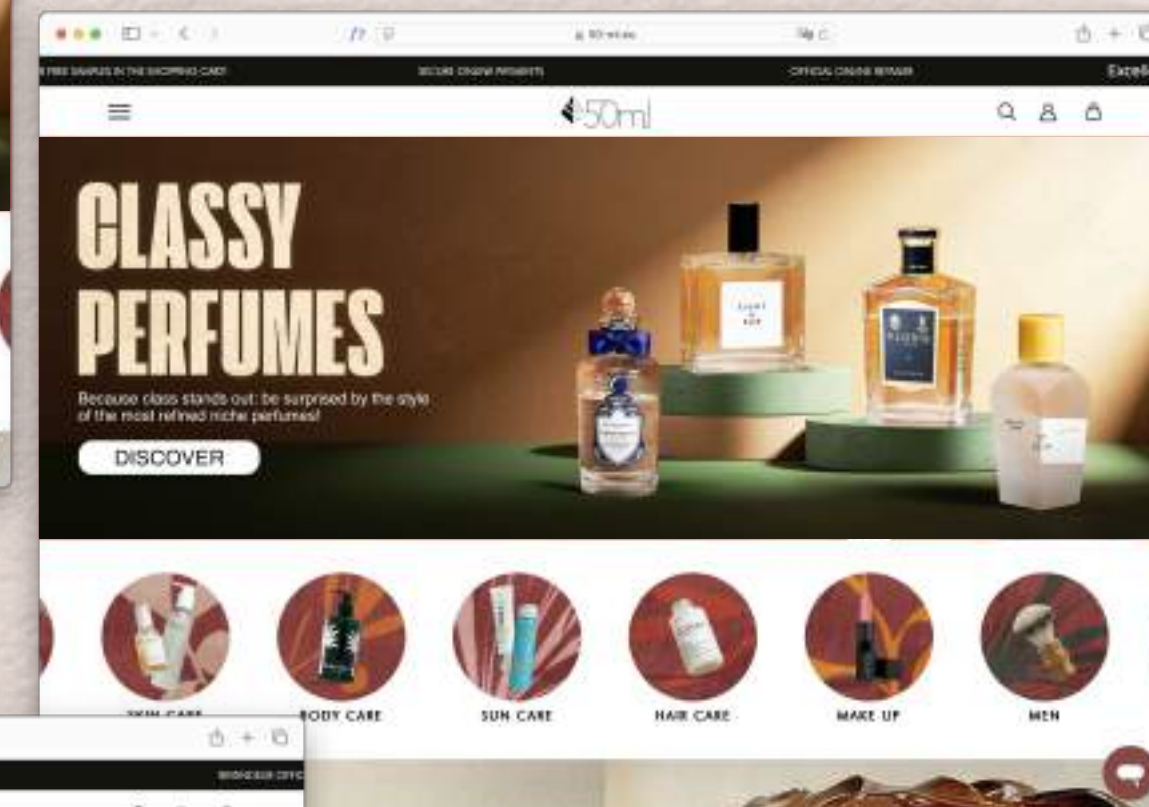


# 50 ml abroad

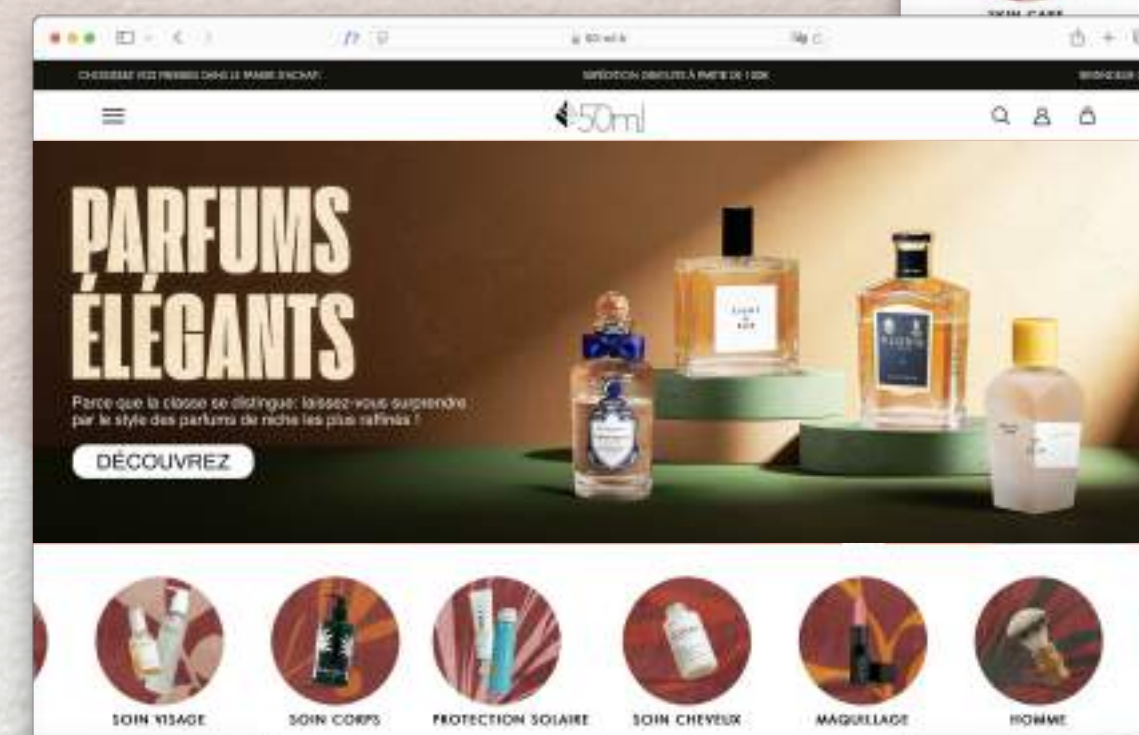
[50-ml.de](#)



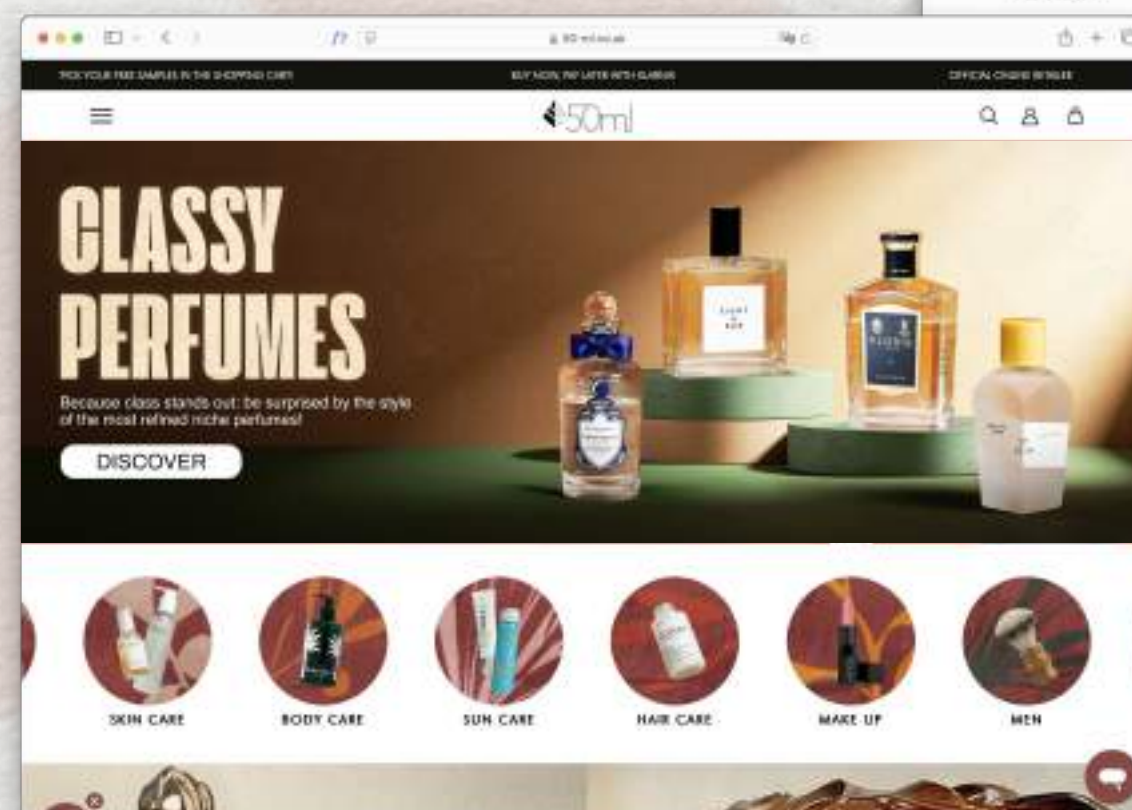
[50-ml.eu](#)



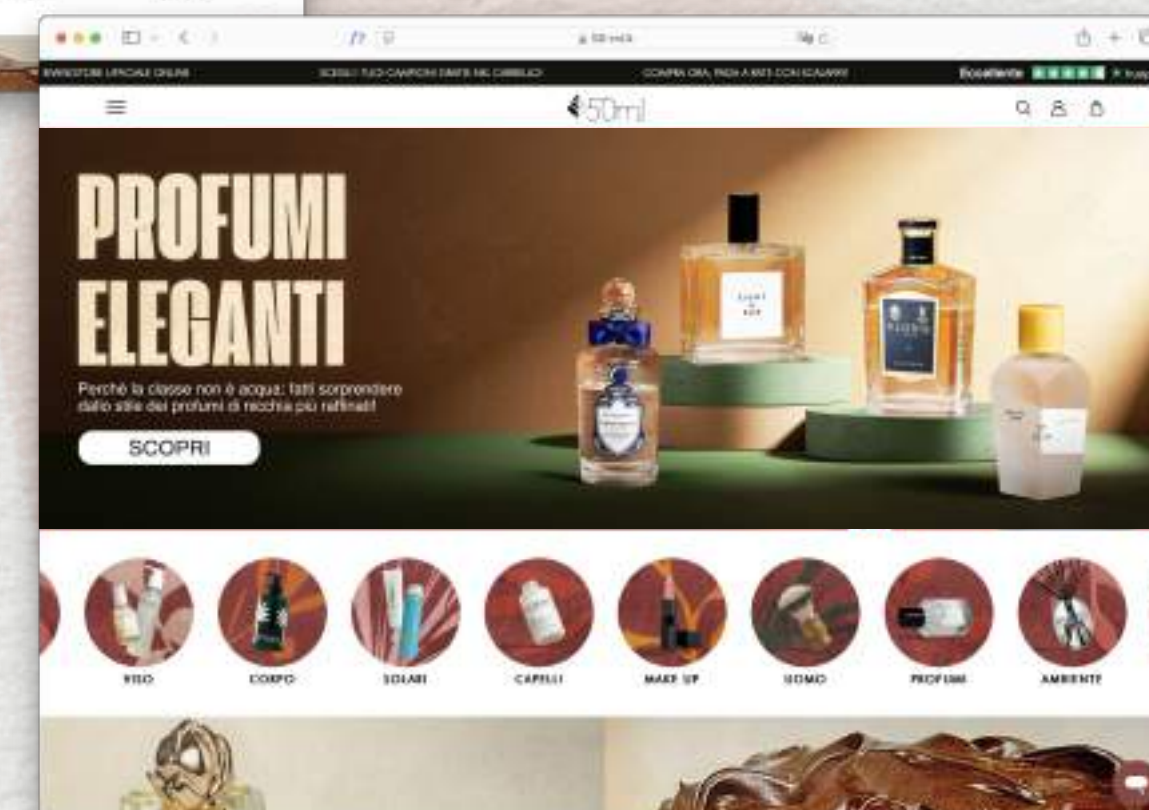
[50-ml.fr](#)



[50-ml.co.uk](#)



[50-ml.it](#)





# The Boutique

With 300 sqm of display space in the hearth of Milan, our boutique is the destination of choice for niche lovers.













## Our Brands

We carefully select all the brands we collaborate with. In our catalogue, you will find over 300 brands, from the **most popular names** like **Diptyque**, **Byredo**, **Creed**, and **Penhaligon's** to the more creative niche labels like **Barrois**, **Zoologist**, **Nasomatto**, and **Orto Parisi**.





## Our Social Media Platforms



***Instagram***

**77.3k** followers



***YouTube***

**25.4k** followers  
**3.4M** views overall time



***Newsletter***

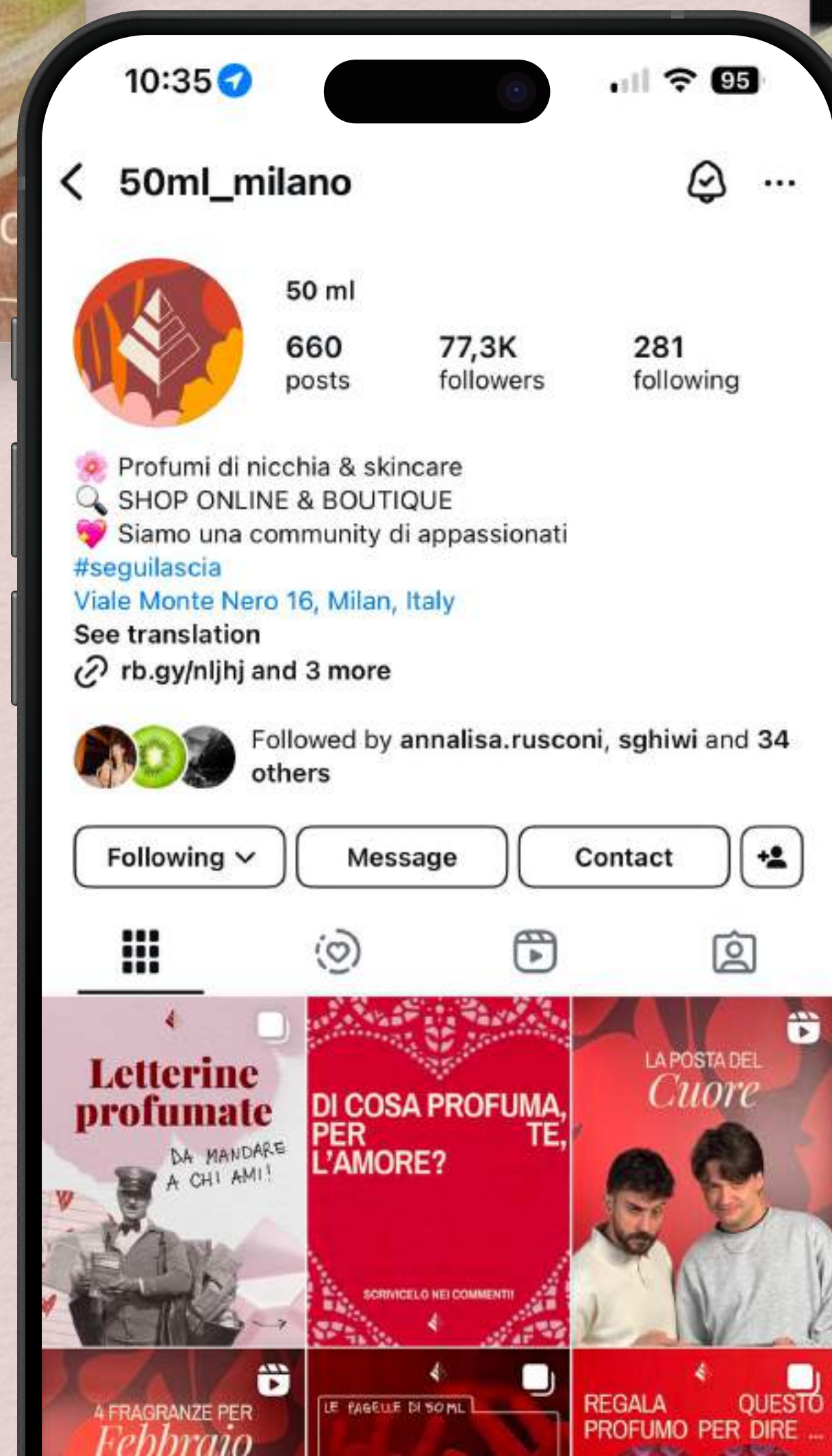
**250k** registered accounts  
**70k** active





*Instagram*

77.3k followers



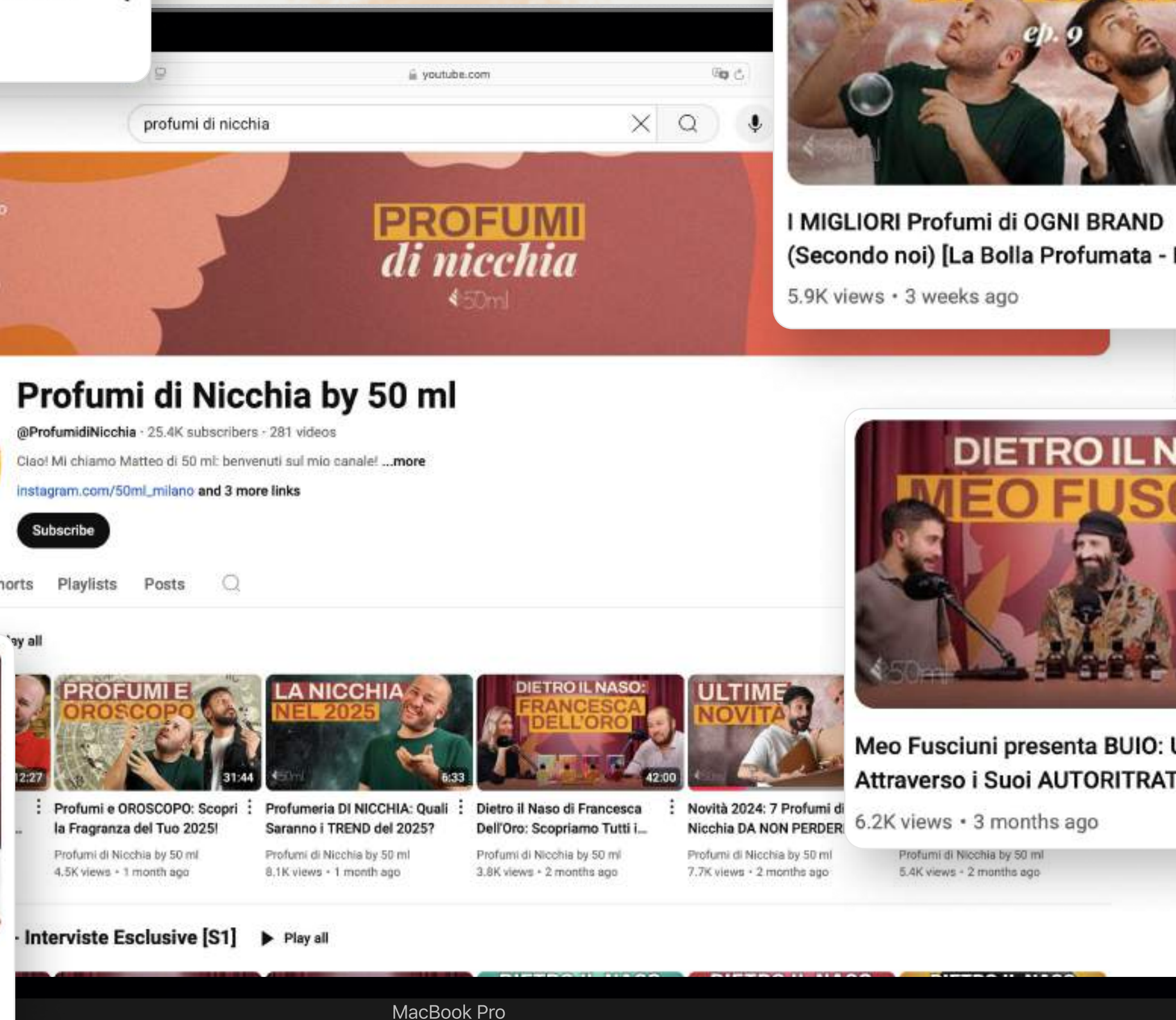




*YouTube*

25.4k followers

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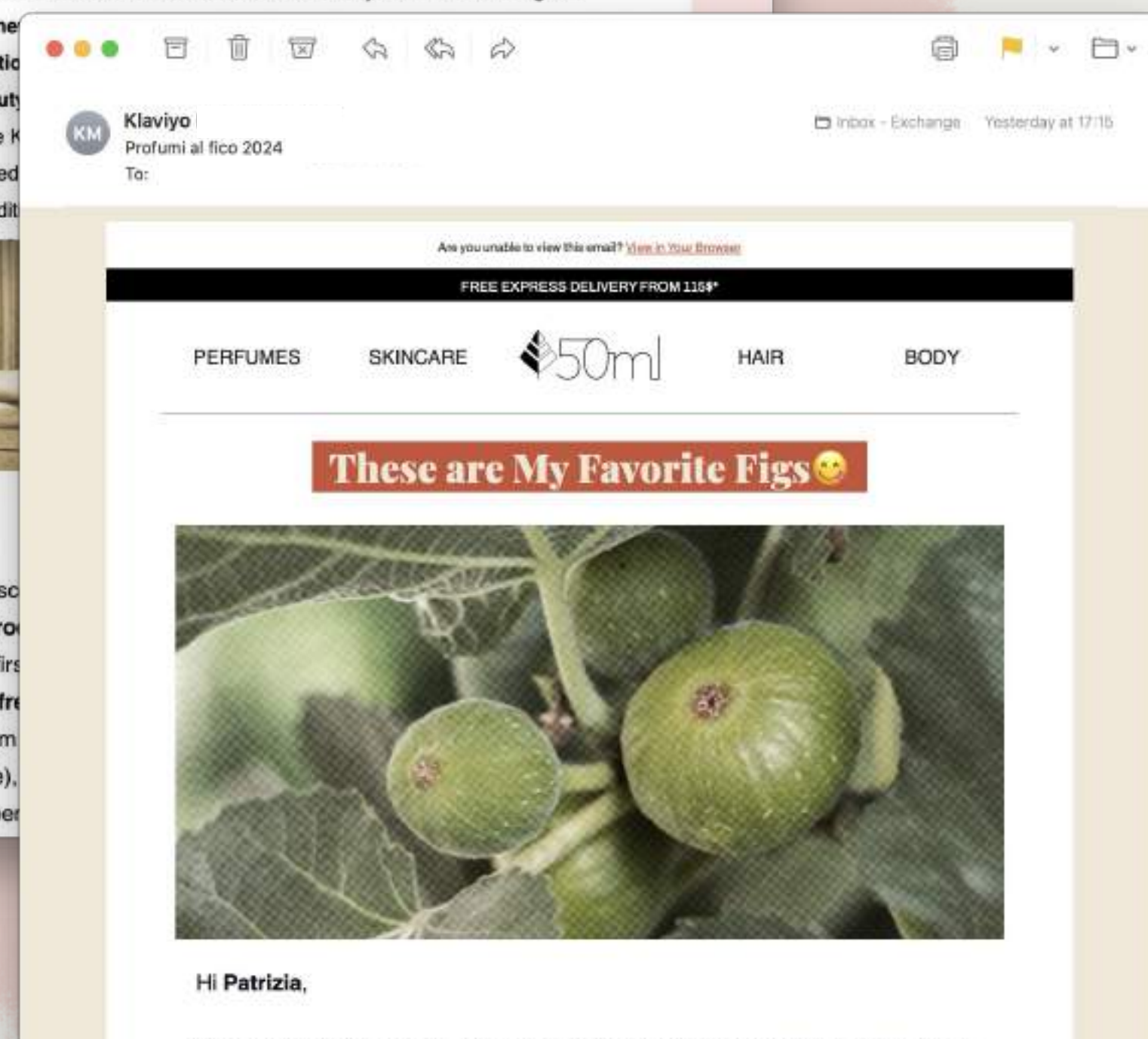
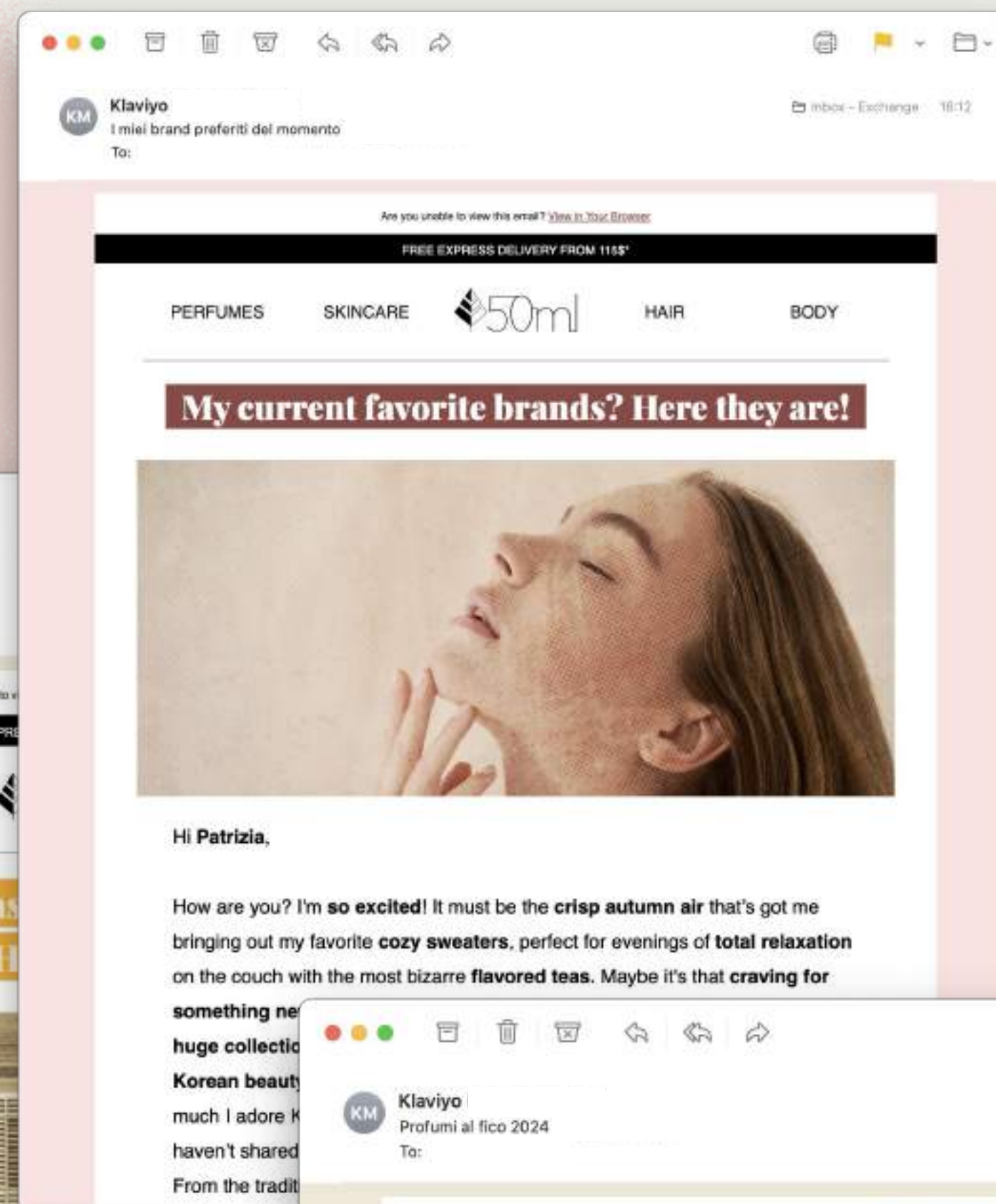
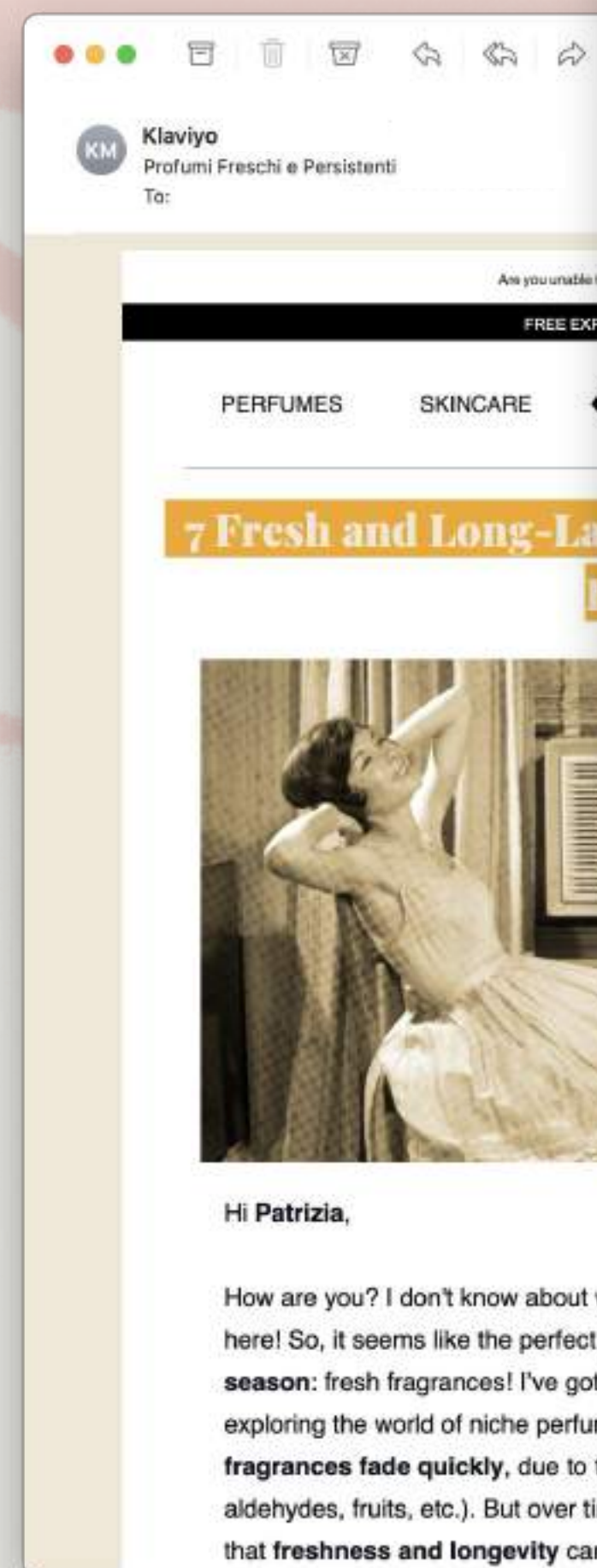


# Newsletter

250k registered accounts

70k active on the main list

44.68% average open rate per campaign





# How we work

## ***Visibility and communication***

we give all our clients **immediate visibility** through our channels.

## ***Project care***

we develop tailored journeys for each partner we collaborate with. Our goal is to **grow together**, to have a **shared vision**, and to build something that will last over time.

## ***Careful selection of your network***

we help our partners **expand their network**, choosing their future doors with care and vision





# Thank you!

[50-ml.com](https://50-ml.com)