

CHENXI Fragrance Group





01. GROUP PROFILE 集团概况

关于我们
使命
价值观
里程碑
一体化服务
中国供应体系
迪拜灌装工厂
全球业务
荣誉&证书
我们的客户
我们擅长

About Us
Mission
Values
Milestones
Integrated, Start-to-End Services
China Supply Chain System
Dubai Filling Factory
Global Presence
Honors & Certificates
Our Clients
Our Expertise

02. GROUP ADVANTAGES 集团优势

产品设计
品牌孵化
设计与生产
包材与成品
全球化灌装
项目管理
项目合作经验

Product Design
Brand Incubation
Design & Manufacturing
Packaging & Finished Goods
Global Filling Operations
Project Management
Project collaboration experience

03. GROUP PROJECTS 集团项目

北美市场
中东市场
欧洲市场
中国市场

North American Market
Middle East Market
European Market
China Market

04. CONTACT US 联系我们

CONTENTS 目录

A dark, artistic silhouette of a person's head and hand. The person is shown in profile, facing right, with their hand holding a spray bottle and releasing a fine mist. The background is a dark, textured gradient.

01.集团概况

GROUPPROFILE

19 年

集团成立
GROUP ESTABLISHMENT

30 +

前沿技术&储备
TECHNOLOGY&RESERVES

40 +

国家&地区
COUNTRIES®IONS

200 +

服务品牌
SERVED BRANDS

3000 +

作品数量
WORKS

晨熙集团是一家综合性企业，专注于香水、香氛、香精和精油业务，为客户提供产品设计、包装包材、成品制作等全方位服务。集团拥有自主的纸盒、木盒和锌合金包装生产线，以及电镀工艺和灌装工厂，确保各环节品质可控。我们汇聚了丰富经验的设计团队、先进的设备和制造工艺，还有优质的服务保障。一直以来，我们秉持创新精神，不断探索新的设计理念、技术和材料，致力于为客户创造超乎想象的价值。

Chenxi Group is an integrated company focused on perfumes, fragrances, essences and essential oils. We offer comprehensive services that encompass product design, packaging materials and finished product manufacturing. With in-house production lines for paper and wooden boxes, zinc-alloy components, electroplating and filling, we maintain tight quality control across the entire process. Our company brings together an experienced design team, advanced equipment and manufacturing expertise, supported by a dedicated customer service team. Guided by a spirit of innovation, we continually explore new design concepts, technologies and materials to deliver exceptional value beyond expectations for our clients.

ABOUT US 关于我们

“我们坚持以诚信为本，以专业的服务回报客户，坚持追求卓越的理念，打造高品质产品。我们致力于为客户提供最优质的产品与服务，提升客户竞争力，实现合作共赢。”

“Our mission is founded on integrity, excellent service and a commitment to excellence in every product we create. We strive to deliver top-quality products and services that enhance our clients’ competitiveness, achieving success together.”

MISSION 使命



WE ARE

EFFICIENT 高效

PROFESSIONAL 专业

INNOVATIVE 创新

VALUES 价值观

WE STRIVE TO BE

PARTNER-ORIENTED 伙伴优先

HUMBLE 谦逊

THANKFUL 感恩

1

2007–2009
集团起源
Foundation

- 2007–2009年：晨熙化妆品有限公司正式成立，完成核心团队与基础产线搭建。
Founded Chenxi Cosmetics Co., Ltd.; built the core team and initial production lines.

2

2010–2014
项目拓展
Expansion

- 2011年：成立粤彩包装有限公司。
Established Yuecai Packaging Co., Ltd.
- 2012年：获得 ISO 22716 认证，成功开拓欧美市场。
Achieved ISO 22716 certification; expanded into European and U.S. markets.

3

2015–2019
业务加速
Acceleration

- 2018年：成立广州香源贸易有限公司，进入包材市场。
Launched Guangzhou Xiangyuan Trading; entered the packaging segment.
- 2018年：成立中鑫五金塑料包装有限公司，强化包材供应链能力。
Founded Zhongxin Metal & Plastic Packaging; strengthened the packaging supply chain.

4

2020–2026
战略布局
Strategic Deployment

- 2021年：成立 Aura 化妆品香水有限公司。
Established Aura Cosmetics & Fragrance Co., Ltd.
- 2022年：成立 Glory 进出口有限公司。
Founded Glory Import & Export Co., Ltd.
- 2025年：与浙江晶华玻璃有限公司达成战略合作，打通从玻璃瓶制造到香水成品交付的完整供应链。
Established a strategic partnership with Zhejiang Jinghua Glass Co., Ltd., integrating the upstream and downstream supply chain from glass bottle production to finished fragrance delivery.
- 持续完善海外渠道与供应链布局，支撑多品牌、多品类发展。
Ongoing build-out of overseas channels and supply chain to support multi-brand, multi-category growth.

MILESTONES 里程碑





Chenxi Group operates a fully integrated process covering product design, development, sample confirmation, and final production. We specialize in providing high-quality perfumes, fragrances, and packaging materials for the international market. In China, our group owns dedicated facilities for packaging, plastics, zinc alloy components, electroplating, and filling, ensuring strict quality control at every stage of production. Our design team focuses on delivering creative design and brand strategy solutions tailored to clients' needs, while our in-house manufacturing system enables full traceability and efficient project management. We are committed to offering comprehensive, reliable, and high-standard services to deliver excellence in every product we create.

晨熙集团拥有从产品设计、产品开发、打样确认到最终生产的完整一体化流程。我们专注于为国际市场提供高品质的香水、香氛类产品及其配套包材。在中国，集团设有自有包装工厂、塑料工厂、锌合金工厂、电镀工艺工厂及灌装工厂，确保从设计到成品的每一个环节均可严格管控。我们的设计团队以客户需求为导向，提供设计与品牌策略支持；自有生产体系则保证了全过程可追溯，为客户提供高效、稳定、优质的一体化服务，以高标准、高质量完成每一个项目。

INTEGRATED SERVICES

一体化服务



CHINA SUPPLY CHAIN SYSTEM

中国供应体系

1



设计沟通

Design Communication

我们深入了解客户需求，提供设计稿并细致调整至满意

We fully understand the client's needs, provide design drafts, and refine them until the client is satisfied.

2



样品确认

Sample Confirmation

根据设计稿制作手板模型，供客户直观确认材质与结构

We create a prototype based on the draft, allowing clients to directly confirm materials and structure.

3



标准生产

Standard Production

样品确认后，严格依照标准组织生产，确保品质和一致性

Once the sample is approved, we conduct production according to the agreed standards to ensure quality and uniformity.

4



质量检测

Quality Inspection

在出厂前实施严谨的QC检验，确保每一件成品达标

Before shipping, rigorous QC tests are carried out to ensure every finished product meets our standards.

5



物流交付

Logistics Delivery

产品完成后，通过海运或空运安全及时送达客户

After completion, products are delivered safely and promptly to clients by sea or air.

10,000 m²

迪拜灌装工厂

Dubai Filling Factory

阿联酋·迪拜 | 两大厂区 | 仓储充足 | 快速响应

Dubai, UAE | Two sites | Ample warehousing | Rapid response

1

坚实产能

Robust Capacity

我们拥有2个厂区，仓储空间充足、产能充沛；中国生产的包材可直达厂区，缩短交期并降低物流成本。

We operate two plants with ample storage and strong capacity; packaging from China ships directly to our sites, cutting lead time and logistics cost.

2

自有主体更稳定

Owned & Stable

厂区为我们在迪拜的自有公司资产并由团队运营，合规可控、合同与付款更稳定，项目执行更可预期。

The facilities are owned and operated by our Dubai entity, ensuring compliance, contract/payment stability, and predictable execution.

3

MADE IN UAE 合规出厂

MADE IN UAE Compliance

可合法生产并标注“MADE IN UAE”，无论销往中东还是美国，均更利于清关与渠道上架，提升品牌竞争力。

We are fully licensed to produce and label “MADE IN UAE”，enabling smooth customs and market access across the Middle East and the United States.

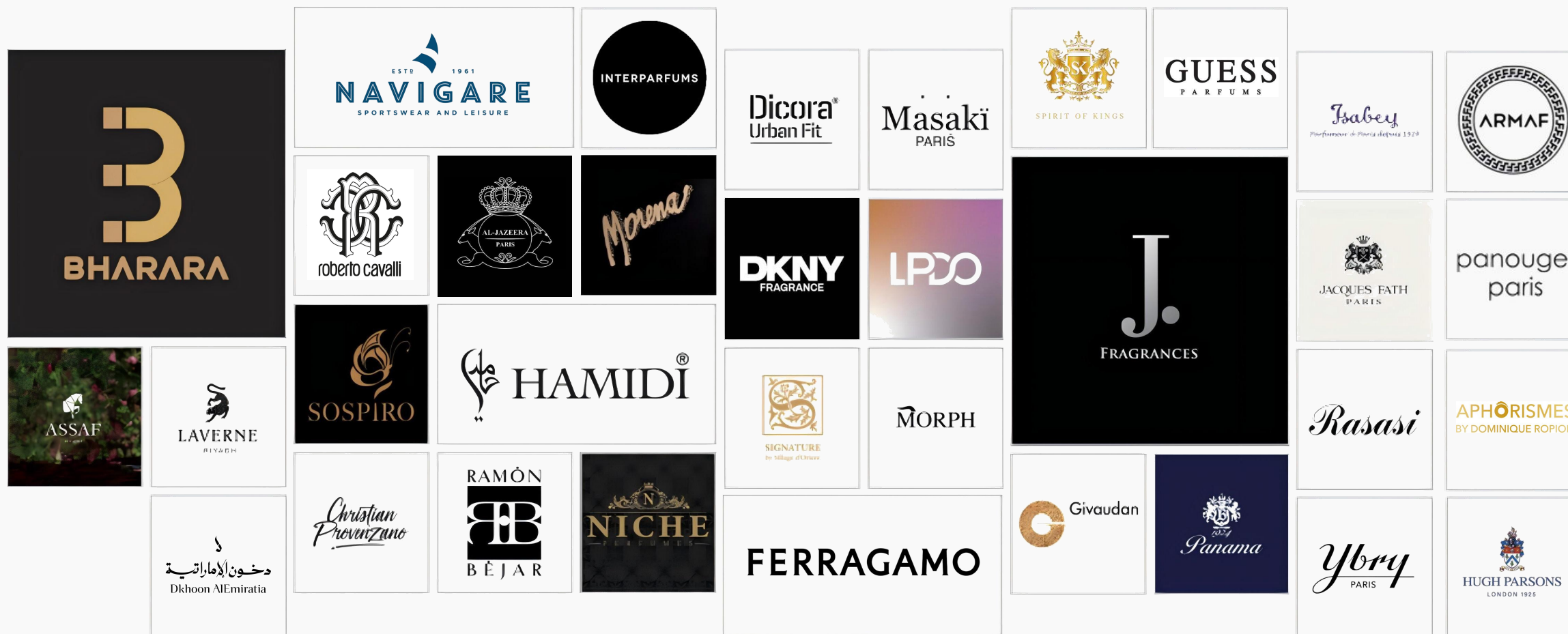


GLOBAL BUSINESS 全球业务

HONORS & CERTIFICATES

荣誉&证书



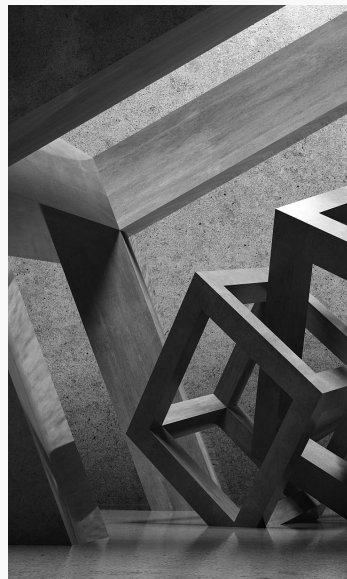


OUR CLIENTS 我们的客户



自主开发

INDEPENDENT
DEVELOPMENT



产品设计

PRODUCT
DESIGN



工艺研发

PROCESS
R&D



包材生产

PACKAGING MATERIAL
PRODUCTION



成品灌装

FINISHED
PRODUCT FILLING



项目管理

PROJECT
MANAGEMENT

OUR FOCUS 我们擅长

A black silhouette of a woman in profile, walking from left to right. She is wearing a long-sleeved top and pants. The background is dark with a subtle gradient.

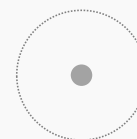
02.集团优势

GROUP ADVANTAGE



PRODUCT DESIGN

产品设计



我们擅长为客户提供
从0到1的产品设计服务

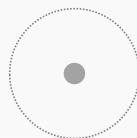
客户可自由选择心仪的风格与效果图；

我们提供资深设计师团队与产品负责人，将选定概念快速落地为样品，并最终交付可量产的成品与全套文件。

We specialize in end-to-end product design. You choose the desired style and visual concepts; our senior designers and product owners turn your selection into physical prototypes and deliver manufacturing-ready finished goods with full documentation.

PRODUCT INCUBATION

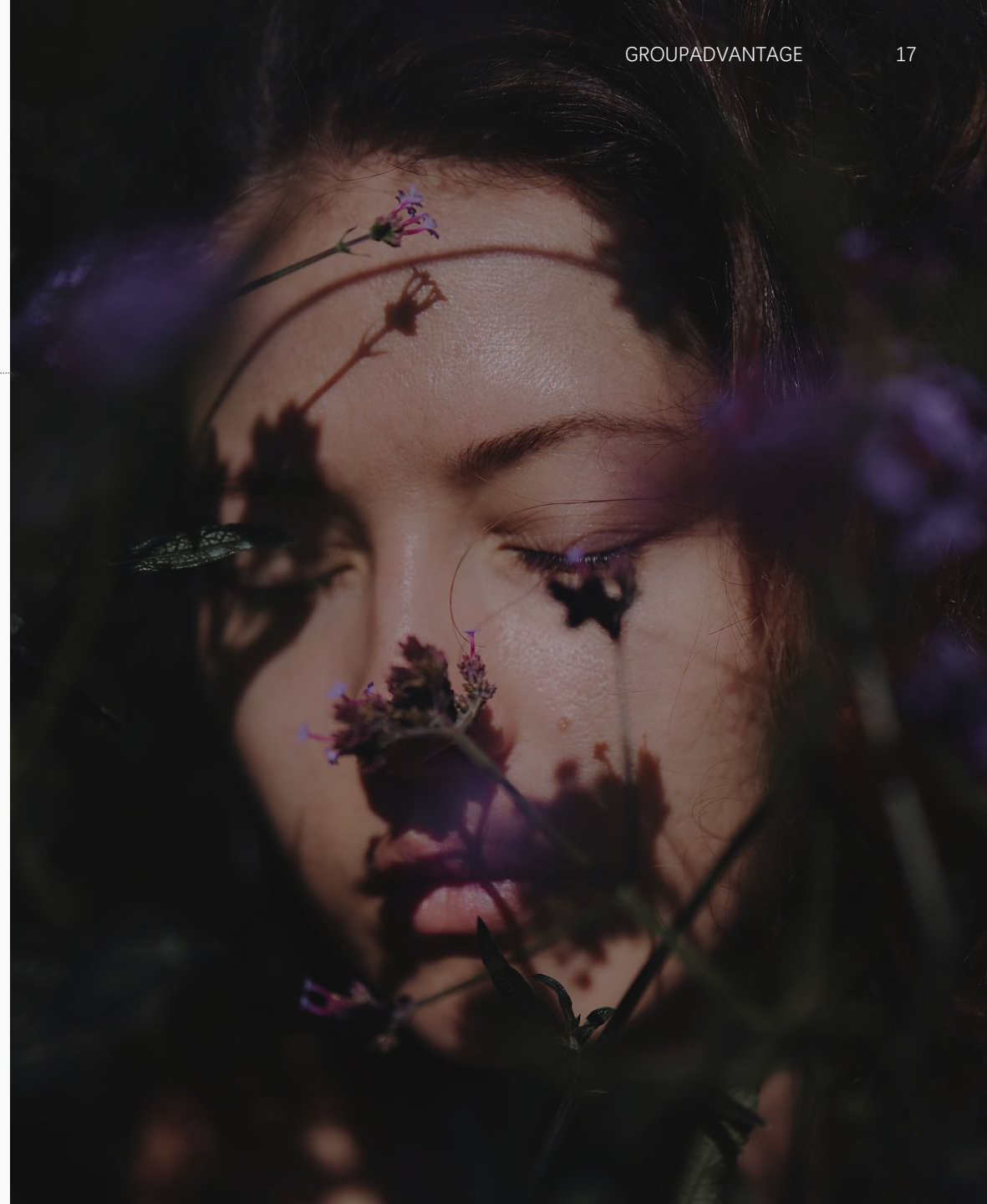
产品孵化



我们擅长为品牌做 系列化产品孵化

基于市场洞察与潮流趋势，快速规划品类矩阵与上市节奏；
依托完善的品控体系与对材料/工艺的深度理解，
在多品类并行推进中保持稳定品质与一致体验。
我们帮助客户扩充SKU、缩短从概念到上市的周期，紧跟时尚，
打造具有传播力的爆款单品。

We specialize in series-based product incubation for brands. Guided by market insights and trend tracking, we plan category lineups and launch cadence, while our rigorous QA and deep know-how in materials and processes ensure consistent quality across multiple SKUs. We help clients expand assortments and compress concept-to-launch timelines, stay on-trend, and create buzzworthy hero products.



DESIGN AND PRODUCTION

设计与生产



我们以“设计驱动制造”为核心

We practice design-led manufacturing

拥有

20⁺

专业产品设计师
与工程团队

联动

100⁺

深度
合作企业

a team of 10+ professional product designers works
with 100+ strategic manufacturing partners across
paper/wood packaging

贯通纸盒/木盒、锌合金组件、电镀与灌装产线，打通从概念到量产的闭环交付，
为客户提供高质量、可复制、可规模化的解决方案。

zinc-alloy components, electroplating and filling lines—enabling a closed-loop path from concept to mass
production with quality, repeatability and scale.

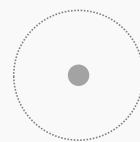
PACKAGING MATERIALS AND FINISHED PRODUCTS

包材与成品

纸盒/木盒、玻璃瓶、泵头/盖件、锌合金组件与电镀、印刷与后道工艺（烫金/UV/压凹凸/覆膜），到灌装、贴标、喷码、套装组装与最终出货。

依据客户需求，支持全球供应与多口岸交付，既可在中国集成生产，也可通过迪拜工厂实现合规的 MADE IN UAE 成品输出，提升清关与上架效率。

paper/wood boxes, glass bottles, pumps/caps, zinc-alloy parts & electroplating, printing & finishing (hot stamping/UV/emboss/lamination), through filling, labeling, coding, kitting and final dispatch. Depending on your needs, we support global supply via integrated production in China or compliant MADE IN UAE output from our Dubai facility—accelerating customs clearance and retail onboarding.



我们为客户提供
从包材到成品的一站式方案

We deliver end-to-end solutions from
packaging to finished goods



GLOBAL FILLING

全球化灌装

晨熙集团在中国与迪拜同步布局灌装工厂，依托多条柔性产线与严格 QA/QC，为品牌提供从打样到量产的全球化交付。

我们与奇华顿、芬美意、IFF 等国际一线香精公司长期合作，供应稳定、品质上乘；并配备独立、恒温恒湿的储存空间，为香精陈化/熟化提供符合标准的环境。

在当前国际贸易格局下，迪拜工厂发展迅速，可合法标注 “MADE IN UAE”，有利于清关与渠道上架，并在对美出口上显著优化综合成本，为客户打造更具优势的市场进入方案；中国 + 迪拜双供策略进一步提升交付稳定性与时效。

Chenxi Group operates filling facilities in China and Dubai, leveraging flexible lines and rigorous QA/QC to deliver from samples to mass production worldwide. Through long-term partnerships with Givaudan, Firmenich, and IFF, we secure top-tier, consistent fragrance oils; our dedicated, climate-controlled storage provides compliant conditions for fragrance maceration and maturation. Amid shifting trade dynamics and U.S.–China tariffs, our fast-growing Dubai site—eligible for the “MADE IN UAE” label—streamlines customs and retail onboarding and enables cost-advantaged access to U.S. and MENA markets. A dual-sourcing model (China + Dubai) further strengthens supply resilience and lead times.

我们与意大利、法国多家一线灌装工厂建立深度合作，可为高端/高需求项目提供欧洲本土灌装与“Made in EU”产地背书。

全流程严格符合EU 1223/2009 化妆品法规、ISO 22716 (GMP)、IFRA 与 REACH 等标准，支持香精陈化 (Maceration)、稳定性/兼容性测试、留样与批次追溯，并提供 SDS/COA/CPNP 备案支持。

依托我们在中国的设计与包材整合能力，包材可直送欧方工厂，实现快速导入—小批试产—规模量产的闭环，确保品质、交期与合规同时达标，为品牌在欧盟及全球渠道赢得更高的上架效率与市场认可。

We maintain deep partnerships with leading filling houses in Italy and France, enabling European-origin production and “Made in EU” credentials for premium, high-demand programs. End-to-end operations comply with EU Regulation 1223/2009, ISO 22716 (GMP), IFRA, and REACH, with support for fragrance maceration, stability/compatibility testing, retention samples, and full lot traceability, plus SDS/COA and CPNP notification support. Leveraging our China-based design and packaging integration, components can be shipped directly to EU partners, enabling a rapid onboarding → pilot runs → scalable mass production loop. The result: best-in-class quality, reliable lead times, and robust compliance, helping brands secure faster shelf access and stronger consumer trust across the EU and beyond.



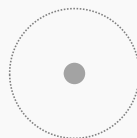
ITALY & FRANCE FILLING

欧洲灌装服务



PROJECT MANAGEMENT

项目管理



晨熙集团以单一责任制的 项目管理统筹全链路

由项目经理牵头，联动 10+ 专业产品设计师、工程与品控团队，以及 100+ 深度合作工厂，把控从0到1的概念设计、手板打样、DFM评审、模具与工艺验证、试产到量产、灌装与组装、全球物流的每一环。

依托中国 + 迪拜双产能与 “MADE IN UAE” 合规优势（中国包材可直达迪拜厂区），并与奇华顿、芬美意、IFF 等国际香精伙伴协同，确保稳定品质与灵活产能。

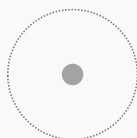
全过程实行里程碑/阶段门（Stage-Gate）与变更管控，以IQC/IPQC/OQC多点质检、追溯体系及 ISO/IFRA/SDS/COA 等合规文件保障交付；通过周度例会 + 甘特进度 + 风险清单/应急预案机制，动态平衡成本—交期—品质，在复杂国际贸易环境下依然实现快速响应、可预测交付与全球合规。



At Chenxi Group, a single-owner project management model orchestrates the entire value chain. A dedicated PM leads 10+ professional product designers, engineering and QA teams, and 100+ strategic manufacturing partners to control every stage from concept-to-prototype, DFM, tooling & process validation, pilot to mass production, filling & kitting, through global logistics. Leveraging dual capacity in China and Dubai—including the “MADE IN UAE” compliance advantage (with China-made packaging shipped directly to Dubai)—and partnering with Givaudan, Firmenich, and IFF, we ensure consistent quality and agile throughput. We run Stage-Gate milestones and change control, enforce multi-point IQC/IPQC/OQC with traceability, and provide ISO/IFRA/SDS/COA documentation. With weekly reviews, Gantt tracking, and risk & contingency planning, we continuously optimize the cost–lead time–quality triangle, achieving fast response, predictable delivery, and global compliance even amid shifting trade conditions.

PROJECT COLLABORATION EXPERIENCE

项目合作经验



与 Inter Parfums 的合作

晨熙与 Inter Parfums 保持良好的合作关系，参与国际香水项目的包材开发、部件协调、样品打样、质量控制与生产落地。

Partnership with Inter Parfums

CHENXI has maintained a strong cooperation relationship with Inter Parfums, supporting international fragrance projects through packaging development, component coordination, sampling, quality control, and production execution.



1

具备国际品牌项目经验

International Brand Project Experience

We understand the requirements of global fragrance brands in packaging quality, visual presentation, and production consistency.

2

强大的包材开发能力

Strong Packaging Development Capability

From glass bottles, caps, collars, boxes to decoration techniques, CHENXI provides integrated packaging development support.

3

稳定的项目执行与品质控制

Reliable Execution & Quality Control

We support sampling, testing, inspection, reporting, and production follow-up to ensure projects are delivered with professional standards.

WE HAVE OUR OWN TEAM AND FACTORY
我们拥有自己的团队与工厂



中鑫五金塑料包装有限公司

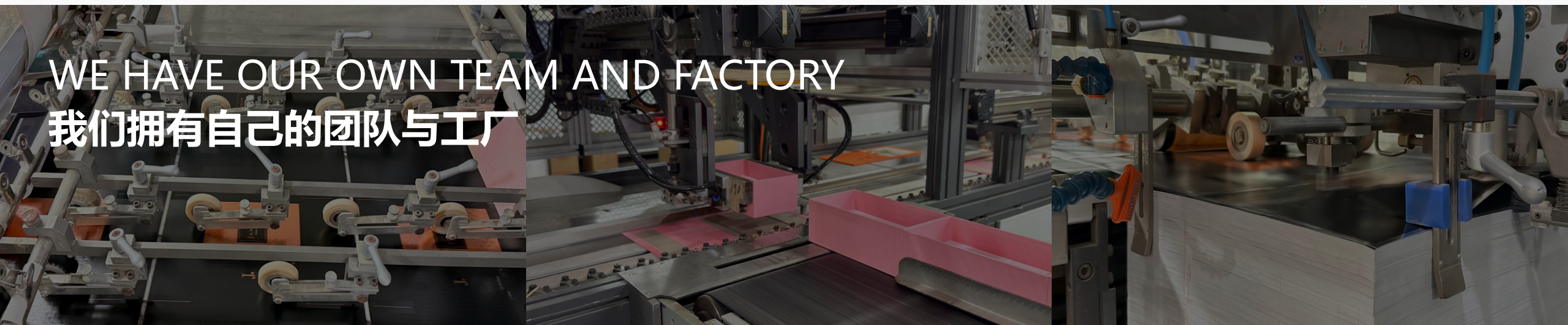
Zhongxin Hardware Plastic Packaging Co., Ltd.

粤彩包装有限公司

Yue Cai Packaging Co., Ltd.



WE HAVE OUR OWN TEAM AND FACTORY
我们拥有自己的团队与工厂



A dark, moody silhouette of a person with their hair tied back, holding a perfume bottle and spraying it onto their arm. The spray is visible as a fine mist. The background is a dark, textured gradient.

03.集团项目

GROUP PROJECTS

NORTH AMERICA FOOTPRINT & GLOBAL CAPACITY

北美深耕与全球产能布局

自 2007 年成立以来，晨熙集团持续深耕北美市场，与众多美国品牌形成长期、稳定、深度绑定的合作关系。基于对国际贸易与供应链趋势的前瞻判断，我们于 2022 年在迪拜投建第二座灌装工厂，形成“中国 + 迪拜”双基地的全球生产格局：在复杂关税与地缘环境下，依托 MADE IN UAE 的合规优势与灵活通关能力，确保供应更韧性、稳定且具成本竞争力。

Since 2007, Chenxi Group has been deeply rooted in North America, building long-term, strategic partnerships with a wide range of U.S. brands. Anticipating shifts in trade and supply chains, we launched a second filling facility in Dubai in 2022, establishing a dual-site model (China + Dubai). Amid tariff and geopolitical complexity, our MADE IN UAE capability enables compliant, faster market access and a cost-advantaged landed price.

常态化日产能

100,000+ 瓶

并通过中国包材直达迪拜厂区缩短交期、降低到岸成本
持续提升美国市场的服务效率与响应速度

**We maintain a daily steady capacity of 100,000+
bottles with scalable ramp-up**

while direct shipping of China-made packaging to Dubai shortens lead times and improves cost efficiency for U.S. programs.

MIDDLE EAST MARKET

中东市场

在完成包材板块的体系化布局后，中东市场成为晨熙集团重点拓展方向。近年我们与多家区域新兴香水品牌建立深度合作，其中包括 LAVERNE、ASSAF 等。

新颖的设计语言 + 稳定的制造质量

并可按客户需求提供中国与迪拜双基地灌装方案，帮助品牌以更快打样、更短交期落地新品。

Following our systematic build-out in packaging, the Middle East has become a strategic growth focus for Chenxi Group. In recent years, we have forged deep collaborations with emerging regional fragrance brands, including LAVERNE and ASSAF. Known for innovative design and reliable manufacturing, we offer a dual-site filling model (China + Dubai) to accelerate sampling-to-launch timelines with consistent quality.

EUROPEAN MARKET

欧洲市场

依托中国与迪拜双基地与

100+

合作工厂

兼顾快速打样与稳定量产
在交期、品质与成本上实现最优平衡

With dual production bases in China and Dubai and 100+ partner factories
we combine rapid prototyping with stable mass production to optimize lead times, quality, and cost.

晨熙集团坚持“小而精”的深耕策略，专注高难度、小批量、多SKU的高端香氛与包材项目。我们以资深设计与工程团队协同，攻克复杂结构与多工艺叠加（电镀、多层喷涂、烫金压凹凸）及严密公差控制，确保触感与观感高度一致；体系遵循 ISO 22716、IFRA 与 REACH 等欧盟合规要求，并提供 FSC 纸材、可回收玻璃等可持续选项。

In the European market, Chenxi Group pursues a “small yet refined” strategy, focusing on high-complexity, small-batch, multi-SKU premium fragrance and packaging programs. Our senior design and engineering teams tackle intricate structures and multi-process stacks—electroplating, multi-layer coating, hot stamping with emboss/deboss—under tight tolerances to ensure tactile and visual consistency. We operate to ISO 22716, IFRA, and EU REACH standards, and offer sustainable options such as FSC paper and recyclable glass.

CHINESE MARKET

中国市场

作为本土核心阵地，中国市场是晨熙的深耕重点。我们与多家高质量品牌长期合作，围绕电商与内容/私域场景，提供从创意设计、包材整合、灌装组装到仓配与售后的“一站式”方案。

China is our home market and a core focus. We partner with leading domestic brands to serve e-commerce and social/private traffic scenarios with a true end-to-end solution—from creative design, packaging integration, filling and kitting to nationwide warehousing and after-sales.

通过 IQC/IPQC/OQC 与追溯体系确保批次稳定，以数据驱动的需求预测与安全库存实现快速补货、全国准时交付。我们同时提供合规标签、礼盒套装、联名定制与环保材质选项，协同渠道规则与运营节奏，帮助品牌在主流线上平台实现高效转化与可持续增长。

Robust QA (IQC/IPQC/OQC) and traceability secure batch consistency, while data-driven forecasting and safety stock enable rapid replenishment and on-time delivery across China. We also provide compliant labeling, gift-set development, co-branding customization and sustainable materials, aligning with channel rules and cadence to drive efficient conversion and sustainable growth on major online platforms.

依托 10+ 设计师与 **100⁺** 深度合作工厂

支持小单快返与规模量产
匹配高频上新与大促冲量

Powered by 10+ product designers and 100+ strategic manufacturing partners, we support fast sampling, small-MOQ runs and scalable mass production to match rapid launches and peak campaigns.

A dark silhouette of a person's head and shoulders in profile, facing right. They are holding a small, clear perfume bottle in their right hand, and a fine mist of perfume is being sprayed from the nozzle, catching the light and creating a shimmering effect against the dark background.

04.联系我们
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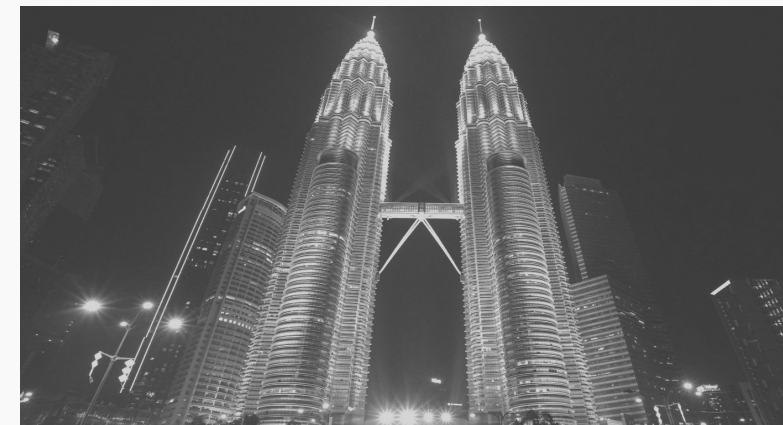
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