

# H. TITLE INFORMATION

## POWER, BABY!

### THE JEREMY FRAGRANCE STORY by Jeremy Fragrance

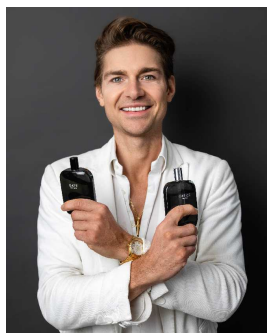
#### CONTENT:

Jeremy Fragrance is a social media phenomenon. The flashy man with the white suit inspires millions of fans around the world. More than **six million** followers on TikTok, over **two million** subscribers on YouTube, and almost **one million** on Instagram speak for themselves.

On his way to the top the 34-year-old had to overcome many obstacles, both personally and professionally. With his first book he offers a rare insight into his personal life, speaking frankly about his rigorous upbringing and how discipline, determination and a positive mindset made him what he is today – **the world's #1 perfume influencer!** Many full colour photographs from his private albums accompany his own words.

**The author** Daniel Schütz alias Jeremy Fragrance was born in 1989 as son of Polish immigrants. He has been active on YouTube since 2014 and became the world's number one perfume influencer with more than **nine million followers**. He further manages his own company and perfume brand called 'Fragrance One'. He lives in Germany as well as in the United States.

Watch his latest promo  
for ALDI here:  
<https://youtu.be/IlzvK4LPr7M>



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#### SPECIFICATIONS:

- 224 pages
- many colour photos
- hardcover
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k.michelberger@heel-verlag.de + s.becker-barth@heel-verlag.de + www.heel-verlag.de