

Ascent

Refillable niche perfumes, crafted for quality, designed for less waste.

The perfume that is changing the rules: more scent, less waste, real impact.

By rethinking perfume packaging, we invest where it truly matters: the ingredients, the formula, and the experience on our skin.



↗ Our Story



Read about Our Story, Mission and Target.

↗ Concept



Finest nice perfume, in a refillable and durable aluminum case.

↗ Products



Find out all the features of Ascent products and explore our catalogue.

↗ POS Kit



Discover our POS Kit.

↗ Press & Contacts



Email

ascent-store.com

Founded by three lifelong friends, Boris, Bernhard and Max, Ascent was created around one simple question:

“Why are we paying for bottles instead of what’s inside?”

By rethinking perfume packaging, we invest where it truly matters: the ingredients, the formula, and the experience on our skin.

- Today, Ascent is developed between Rotterdam and Paris, created with master perfumers in Grasse, sold in 100+ shops across 7 countries, and worn by 10K+ customers across Europe.



Ascent exists to prove that quality and sustainability can go hand in hand.

Ascent represents a steady rise toward positive change. We demonstrate that quality, convenience, and sustainability can coexist seamlessly. Our goal is to reshape how products are made, used, and sold — benefiting users, sellers, and the planet.

But Ascent is more than product innovation. It’s a mindset: true progress comes from small, intentional steps that create lasting impact.

We offset remaining emissions through verified tree-planting projects with transparent, measurable climate impact. With 10K+ customers and Excellent on Trustpilot rating, Ascent grows through trust, not hype.



Designed for a new generation of fragrance lovers

Ascent is made for Gen Z and Millennials who approach fragrance with intention.

They don’t want more marketing. They want better products.

They:

- Spend above average on personal care
- Value inclusivity over exclusivity
- Love unique scents but find traditional niche pricing unjustified
- Make rational decisions: quality for a fair price
- Actively seek sustainable choices
- Are digitally native and active on Instagram & TikTok



Premium Ingredients

Niche perfume extract from Grasse. Made in Rotterdam. Vegan and cruelty free with an organic base.

Refillable Case

Invest once, refill endlessly.
Switch scents to match your mood.
Reduce plastic waste & CO_2 by reusing your aluminum case.

Gender-Free

Scents designed for every identity, expression, style, and moment.



● Did you know?
Most designer eau de parfums contain around 15% perfume oil. Many eau de toilettes start at 5%.

Ascent creates Extrait de Parfum with up to 40% perfume oil, crafted to last 12+ hours. Our 20ml refill contains the same amount of fragrance oil as a 100ml eau de toilette.

Excellent on ★ Trustpilot →

1. Choose your case

Refillable, durable and stylish, crafted from aerospace-grade aluminum.



Case - Black, Grey, Silver

2. Pick your scents

Choose your favourite Refills from our collection or explore our best sellers with the Discovery Set.



Refill - Orange, Blue, Green, Red, Purple, Teal, Brown

3. Refill endlessly!



Ascent Starter Pack

Grapefruit & Vetiver · Orange

Notes		
	Top	Lemon, Grapefruit
	Middle	Vetiver, Patchouli
	Base	Musk, Amber

Ascent Orange perfume extract is an invigorating blend of citrus and woody notes. This fragrance is particularly well-suited for the spring and summer seasons, yet it remains versatile enough to be enjoyed throughout the entire year.

Ascent Orange boasts a premium composition with 35% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Santal & Cardamom · Blue

Notes		
	Top	Cardamom, Violet
	Middle	Fig, Iris
	Base	Cedar, Sandalwood

Ascent Blue perfume extract is an evocative perfume that blends sensual notes with woody and powdery accords. While suitable for year-round wear, its scent profile particularly shines during the fall season.

Ascent Blue boasts a premium composition with 38% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Patchouli & Pepper · Green

Notes		
	Top	Bergamot, Coriander
	Middle	Rose, Lily of the Valley, Pepper
	Base	Patchouli, Ambergris, Vanilla

Ascent Green perfume extract is a complex and sophisticated parfum rich in depth. This parfum is elegant and dark, featuring accords of patchouli and spices. It is ideally suited for colder days.

Ascent Green boasts a premium composition with 25% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Vanilla & Oud · Red

Notes		
	Top	Saffron
	Middle	Leather, Benzoin
	Base	Agarwood, Vanilla, Tonka Bean

Ascent Red perfume extract is a bold amber-woody blend with saffron up top, a luxurious heart of leather and benzoin, and a deep base of agarwood, vanilla, and tonka bean. Especially suited to autumn and winter, yet versatile year-round.

Ascent Red boasts a premium composition with 25% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Iris & Amber · Purple

Notes		
	Top	Bergamot, Lemon
	Middle	Iris, Jasmine
	Base	Amber, Musk

Ascent Purple perfume extract is a modern ambery-musk, balancing airy freshness with soft musky woods and a subtle mineral clarity. Especially suited to spring and cooler summer days, yet versatile year-round.

Ascent Purple boasts a premium composition with 30% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Honey & Tobacco · Teal

Notes		
	Top	Honey, Cardamom, Cumin
	Middle	Leather, Tobacco
	Base	Vanilla, Patchouli, Cedar

Ascent Teal perfume extract is a bold and spicy fragrance with warm and woody notes, intertwined with the rich, earthy scent of tobacco. Its complexity is balanced by hints of sweet vanilla and a touch of leather, creating an intriguing and masculine aroma that lingers.

Ascent Teal boasts a premium composition with 37% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Sandalwood & Musk · Brown

Notes		
	Top	Akigalawood
	Middle	Sandalwood, Belambre
	Base	Musk

Ascent Brown perfume extract is a warm, skin-close fragrance with soft musks and creamy woody notes. Subtly sweet and comforting, it blends effortlessly with the skin for a refined, understated presence.

Ascent Brown boasts a premium composition with 38% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Musk & Fig · White

Notes		
	Top	Fig Leaf, Green Cardamom
	Middle	Virginia Cedarwood, Sandalwood
	Base	White Musk, Cedar Amber

Ascent White perfume extract is a soft, skin-close fragrance with clean musk and green woody notes. Subtly fresh and airy, it blends effortlessly with the skin for a refined, understated presence.

Ascent White boasts a premium composition with 28% perfume oil, lasting 12+ hours. It is vegan, cruelty-free, and made with an organic base.

Retail prices	Starter pack	Parfum refill
	700 NOK	390 NOK



Refillable Case

Ascent Case sets the standard. Engineered from aerospace-grade aluminum and designed to last a lifetime, it is endlessly refillable, highly durable, and made for everyday use. By investing in a reusable case instead of disposable packaging, we reduce waste while elevating both performance and design. Available in multiple finishes: black, silver.

The case comes with the starter pack.



Black Case



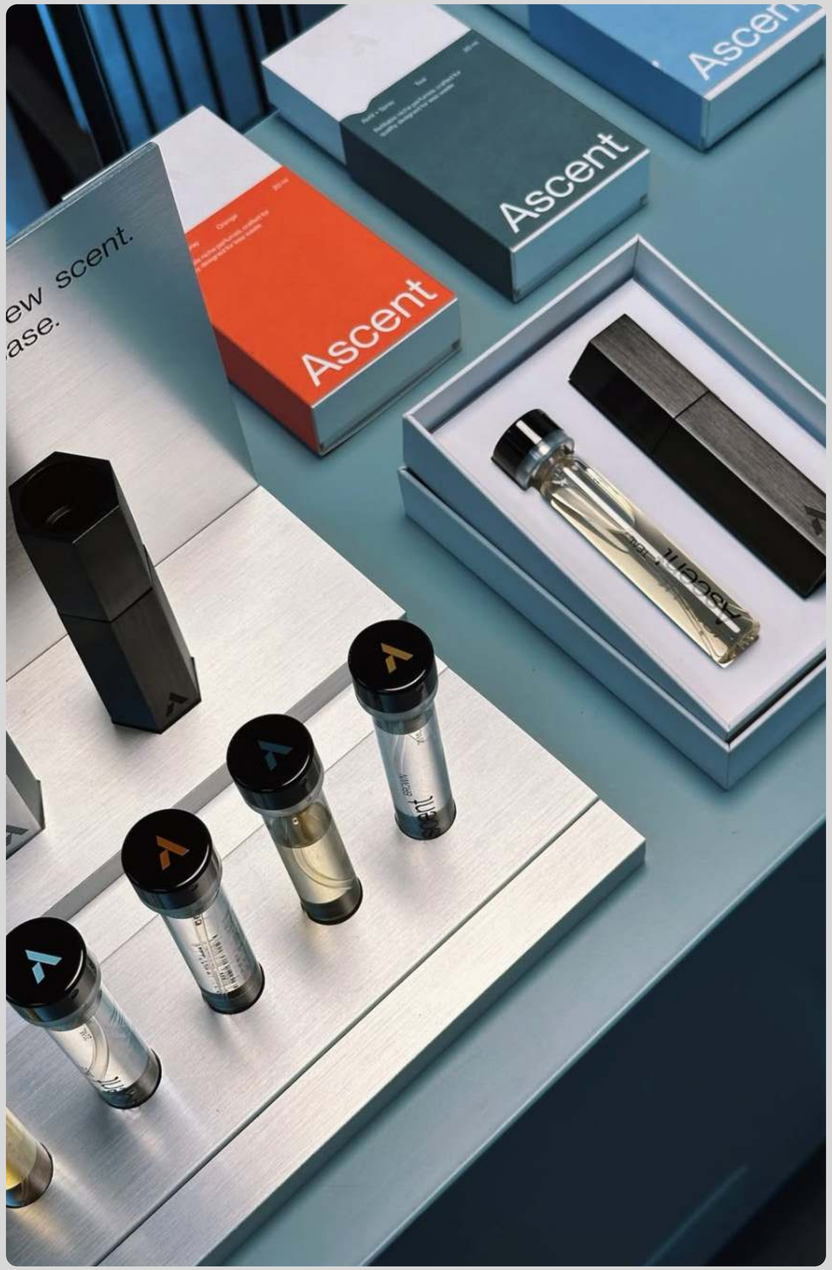
Grey Case



Silver Case

Ascent POS Kit

The Ascent POS Kit includes a display with testers, fragrance descriptions with or without a price list, Ascent flyers, perfume blotters and a blotter holder.



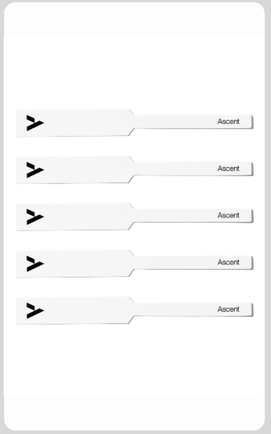
Ascent Display



Scent descriptions, with or without price list

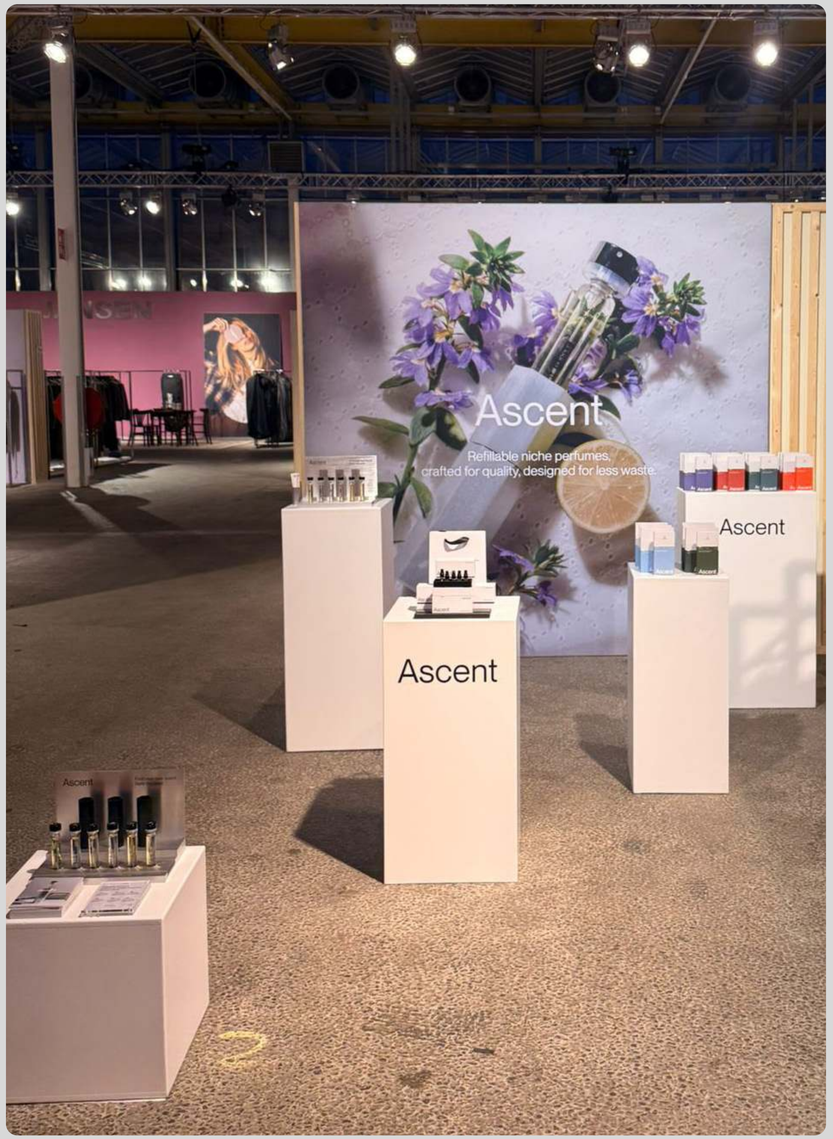


Ascent Flyer



Perfume blotters


Ascent
Find your new scent.
Refill the case.
Ascent
Ascent

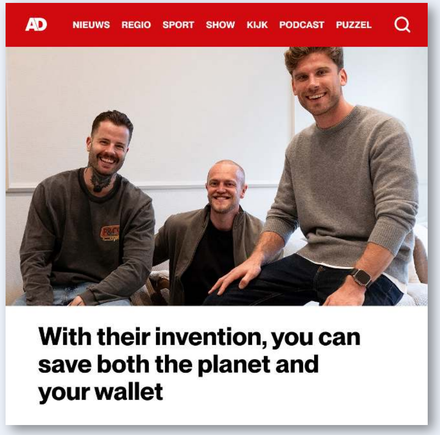

Ascent
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crafted for quality, designed for less waste.
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Ascent
Find your new scent.
Refill the case.

Featured in 50+ publications



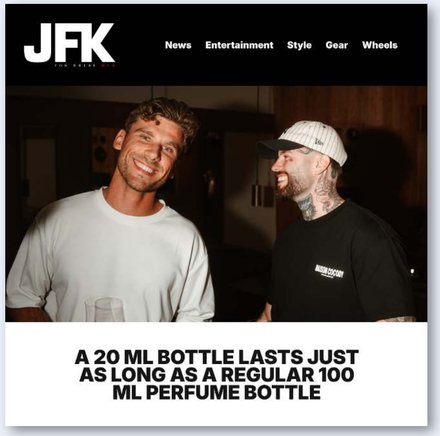
Rotterdam-based perfume brand Ascent proves that niche perfume doesn't necessarily have to cost hundreds of euros



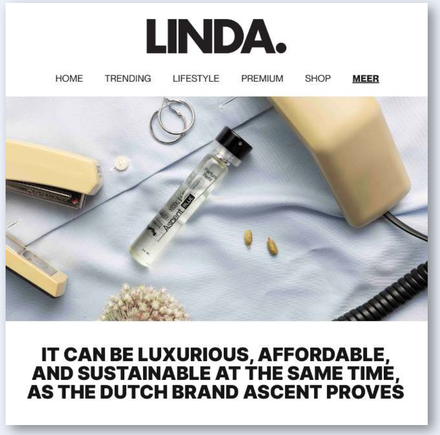
With their invention, you can save both the planet and your wallet



ASCENT PURPLE EST IDÉALE POUR LES PEAUX MATURES, AVEC UNE TENUE EXCEPTIONELLE.



A 20 ML BOTTLE LASTS JUST AS LONG AS A REGULAR 100 ML PERFUME BOTTLE



IT CAN BE LUXURIOUS, AFFORDABLE, AND SUSTAINABLE AT THE SAME TIME, AS THE DUTCH BRAND ASCENT PROVES



Le plus surprenant dans ces parfums, ce n'est pas leur odeur !



Ascent: one spray of this niche perfume lasts 12+ hours

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ASCENT LANCE UNE NOUVELLE MARQUE DE PARFUMS DE NICHE



Waarom deze nieuwe hervulbare parfum van Ascent massaal wordt gekocht

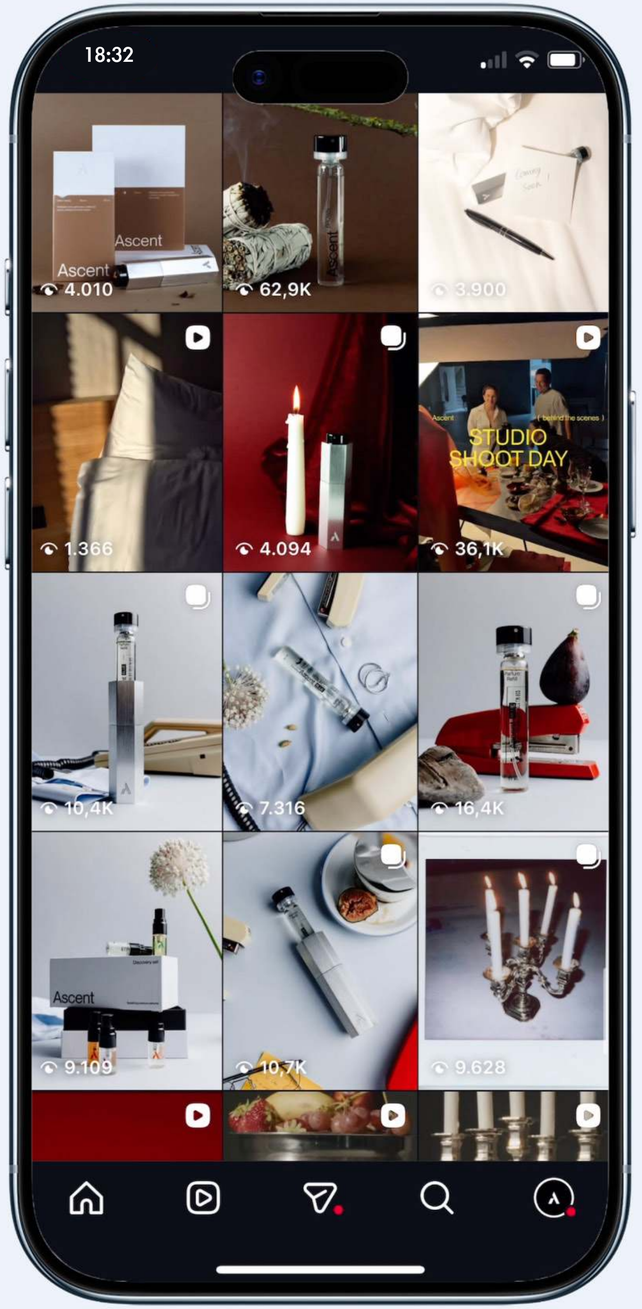


3 vrienden gaan met eigen geurtjes strijd aan met dure luxe parfums: 'Moet het zoveel kosten?'

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