

scent & sensibility

Family-run since 1921 and one of Bahnhofstrasse's last remaining landmark houses, Parfümerie Osswald is the undisputed number one address in Zurich for carefully curated fragrances, beauty elixirs and limited-edition lotions and potions.

Osswald

At the turn of the 19th and 20th centuries in the then Russian city of Kishinev, today's capital of Moldova, a hopeful young Boris Dreiding fell in love with the sweet world of perfumes and trained as a pharmacist. In his free time, he fiddled with cream and fragrance formulas and wrote down all the recipes in a small notebook, which he had sewn into his jacket when he decided to seek his fortune in Paris. The beginning of World War I stopped him in his tracks; he was taken prisoner and later found asylum in Switzerland. There, Ernst Osswald, then owner of a grocery shop, employed the young man and subsequently helped him to realize his dream of starting his own cosmetics line. In 1921 Dreiding opened his perfumery on Bahnhofstrasse and named it after his mentor: Osswald. One hundred years later, Tanja Dreiding Wallace runs the family business in third generation.

The beauty offer is rounded off by an in-house Facial SPA, located on the lower floor, where clients can take a well-deserved break from the pulsating energy of Bahnhofstrasse. MBR medical beauty research® skincare on the edge to medicine treatments with professional care products from the German premium brand have recently been added to the offering, catering to those searching for ultimate skin perfection. Trained staff and the highly potent combinations of active ingredients offer outstanding results and pure pleasure for skin and soul.

The location directly on Zurich's busy Paradeplatz attracts business people, shopping enthusiasts and luxury tourists alike, and has long since achieved cult status. Today, Parfümerie Osswald is run by an all-female team and relies on close collaboration between all staff members. The employees impress with their incredible knowledge of the products and the many stories behind plethora of brands stocked.

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Osswald stocks more than 3,000 different fragrances. The decision process of what scent to pick is left entirely to the client but steadily supported by the attentive staff. Some fall in love impulsively and are guided by their intuition. Others want to wait for their partner's feedback or let the fragrance sink in first. The demand for niche fragrances has risen sharply in recent years. There is a high demand for signature scents that underline the personality and individuality of the wearer.

On Saturday afternoons, Parfümerie Osswald becomes a veritable magnet for visitors. The boutique fills up with the various scents that blend together to create an unmistakable experience for clients. The scene is reminiscent of Eddy Redmayne in "The Danish Girl", in which he, as an androgynous sales associate in the perfume department of a Parisian luxury store, lets the ladies pass quietly under clouds of beautiful fragrances. Today, male and female clients alike, along with a younger clientele, come to the perfumery to discover its wide-ranging assortment of olfactory delights.