

ANVERA Launches as India's Luxury Perfume Brand with Global Aspirations

Pioneering a new standard in Indian luxury, ANVERA introduces a curated range of gender-neutral perfumes crafted for global connoisseurs.

Dharwar, Karnataka Jul 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - ANVERA, India's newest entrant in the luxury perfume space, proudly announces its launch with a vision to redefine the essence of elegance, identity, and fragrance. Meticulously crafted and consciously curated, ANVERA introduces a line of gender-neutral perfumes designed for those who seek sophistication in simplicity and meaning in every scent.

Born from the belief that luxury is not just a label, but an experience, ANVERA blends artisanal fragrance craftsmanship with minimalist design language, offering a modern olfactory expression that transcends trends and gender boundaries. Each ANVERA creation is more than a perfume — it is a statement of self.

With a deep commitment to quality, ANVERA partners with skilled manufacturers and perfumers, ensuring global-grade formulations, cruelty-free production, and uncompromising standards. The brand reflects a growing movement in India to not only consume global luxury but to create it, authentically and independently.

“Our vision with ANVERA is to present India's story to the world through the language of fragrance — refined, rooted, and resonant,” says Anushree Kulkarni, Co-founder & Executive Director of Ankitanex Glamira Pvt. Ltd., the company behind ANVERA. “This is not merely a product launch. It is the beginning of a narrative — one that celebrates individuality, elegance, and timeless identity.”

The debut collection is housed in carefully designed packaging that merges understated luxury with international appeal, reflecting the brand's aesthetic of clean sophistication and cultural depth. ANVERA aims to set new benchmarks in the Indian fragrance industry and establish its presence in both domestic and international markets through digital, retail, and collaborative platforms.

With this launch, ANVERA invites fragrance connoisseurs, style seekers, and modern minimalists to experience a scent that speaks of self-assurance, quiet confidence, and enduring beauty.

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