

Viviane Bernal: The Latina Entrepreneur Taking Over TikTok with Luxury Arabic Perfumes

From Florida, her brand ViviFragrances has grown into a cultural and commercial phenomenon in the world of beauty.



Miami, Florida Aug 5, 2025 ([Issuewire.com](https://www.Issuewire.com)) - In a world where social media sets trends and shapes consumer behavior, Viviane Bernal has discovered the perfect formula to stand out: authenticity, strategy, and a powerful vision. Founder of ViviFragrances, a brand that merges the rich olfactory heritage of the Arab world with modern Latin style, Viviane has captured the attention of more than 600,000 TikTok followers.

What started as a personal passion for perfumes has evolved into a thriving business—born in her own home and strengthened by every honest review, viral video, and testimonial from clients who fell in love with her intense, long-lasting, and distinctive fragrances.

“I don’t sell perfumes. I share experiences. Every scent I offer has a story, a purpose, and a connection to the identity of the person wearing it,” Bernal affirms.

Beyond her influence in the fragrance world, Viviane has become an authentic voice for many Latina entrepreneurs striving to grow without losing their essence. From her home in Florida, she leads a business model rooted in connection, community, and excellence.

ViviFragrances has already made its mark not only in the Hispanic market but also among customers across the United States who seek bold, personal, and culturally rich scents. And the best part? She’s just getting started.

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