

Jason Lee

Founder & CEO of Scent by SIX

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When Jason turned 30, it dawned on him that the time had come to pursue his passion, to ensure a life well lived – one that brought meaning to others.

With the desire to evoke lasting memories, Jason partnered with world-renowned fragrance house, Swiss-based Givaudan, to develop a collection of fine fragrances under the artisanal brand, **Scent by SIX**.

The venture came about four years after Jason first embarked on a career at Givaudan. His employment as management associate allowed him access to crucial aspects of the multifaceted industry and developed his passion for fragrances.

To ascertain the marketability of his fragrance collection, Jason chose the opportune occasion – his nuptial celebration, gifting his guests with a pair of bespoke unisex fragrances. The unique scents, inspirations of favourite destinations Jason had visited with his wife, Vera, were well received by his discerning guests of over 800 family, friends and business partners.

In July 2016, Jason launched a collection of three scents: *123 Tribeca*, *1724 Puka* and *27°F Biei*, created in partnership with Givaudan. Over the past six years, Jason has achieved many milestones with Scent by SIX. He has had the honour of collaborating with established local brands such as Singapore Airlines and Eu Yan Sang to create their bespoke scents. Jason has also conducted scent workshops for luxury brands such as Piaget, Lexus and Ritz Carlton.

Upon the onset of the Covid-19 pandemic in 2020, Jason embarked on a new brand purpose and mission for Scent by SIX - to use its scents to heal, soothe and delight one's mental wellness. Incorporating fragrance intelligence, *Hikaru*, an uplifting scent was launched that same year. And in September 2021, *Sleep, Returns*, a scent that improves sleep quality was created. In committing to making a real change with the work that he does, Jason pledged S\$20,000 from the sales of both scent collections to the Singapore Association for Mental Health (SAMH). The work-from-home directive during this period brought upon an increase in demand for the brand's home scenting range, which became the primary focus for Jason and his team.

To further his mission and extend the positive impact of his scents, Jason collaborated with non-profit organisation, Caregivers Alliance Limited (CAL) to co-create a trio of scents. The Care range, consisting of Care to Focus, Care to Relax and Care to Sleep was launched in July 2022. A portion of the sales proceeds will be donated to CAL to enable them to continue providing training and support to caregivers of persons with mental health issues.

With a vision to create an omni-channel retail network, Jason has established four boutiques located in popular malls around Singapore: Bugis Junction, 313@somerset, Jem and VivoCity. Scent by SIX's range of products also retails on its e-commerce site, via Singapore Airline's Krisshop, and at various partner boutiques. The expansion of the brand's retail network has increased its employment. Scent by SIX currently has 20 staff members in its team.

As testament of its commitment to hard work and passion in creating good products, Scent by SIX was recognised under Singapore's Made with Passion initiative, in July 2021. And in February 2022, Scent by SIX was conferred the Promising Brand award by the Singapore Prestige Brand Award (SPBA 2020/2021).

In his pursuit of lifelong learning and to contribute to his craft and chosen industry, Jason serves as a member of the Singapore Retailers Association Council. On a personal front, Jason is deeply passionate about giving back to society. He volunteers actively with the grassroots organisations at the Bukit Batok division.

A firm believer of effective time management, the father of four young children makes it a priority to spend quality time with his wife and kids everyday. A fitness buff and adrenaline junkie, Jason enjoys motorsports and martial arts, and commits to a daily exercise routine to keep fit. The self-professed perfectionist believes in always striving for the best and pushing boundaries. It thus comes as no surprise that Jason's life philosophies mimic those of his sporting heroes – his favourite being Brazilian Formula One legend, Ayrton Senna's: "When you are fitted into a racing car and you race to win, second or third place is never good enough".

For more information about Scent by SIX, please visit:

Facebook / Instagram: @scentbysix

Website: www.scentbysix.com

Areas of expertise:

Brand Development and management, Business development and expansion, Retail operations and management, Marketing, Entrepreneurship