

ABSTRACT

An object of the present invention is to provide a photo frame that diffuses a fragrance and allows the fragrance to be easily switched. The photo frame 103 comprises: an elongated sheet 108 containing a fragrance component; a plate member 111 defining a first plane 107 for receiving a photograph PC on a front surface or a back surface thereof, and defining a second plane 109 for receiving the sheet 108 on the back surface; a first holder 114 attached to the plate member 111 and configured to hold the photograph PC along the first plane 107; and a second holder 115 detachably attached to the plate member 111 and configured to hold the sheet 108 along the second plane 109.