



L'EXPLOSION D'UNE NOTE MAJEURE

PLAN MARKETING
2024

PREMIERE
NOTE
PARIS

NEW PREMIUM FRAGRANCE COLLECTION 2024

A prestigious new collection revealing an explosive experience.

4 NEW FRAGRANCES



At the beginning of this collection, the perfumer create an exploration of the nature's finest olfactive materials, find all around the world.

The challenge of the Perfumer is to turn a raw material, like a rough diamond into an exceptional olfactive jewel.

The essences are twirling together in a crazy and catchy olfactive dance to create an explosion of sensations.

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New Fragrance 1

The lightness of musks

Head Notes
Wild Jasmine

Heart Notes
Fig

Base Notes
Musk, Cedar, Moss

New Fragrance 3

The serenity of poppy flower

Head Notes
Bergamot, Lemon

Heart Notes
Rose, Jasmine, Peach, Lily of the Valley

Base Notes
Moss, Cedarwood, Musks

New Fragrance 2

The sweetness of almond

Head Notes
White Almond

Heart Notes
Cherry, Jasmine, Rose Absolute, Raspberry

Base Notes
Guaiac Wood, Ambroxan, Patchouly, Vétiver Haiti

New Fragrance 4

The charisma of Hibiscus

Head Notes
Blackcurrent, Anise

Heart Notes
Cinnamon, Rose, Pear, Peach

Base Notes
Patchouly, Cashmere, Vanilla, Leather notes



NEW PREMIUM FRAGRANCE COLLECTION 2024



Reference	Désignation	EAN	Retail Price
9015	Première Note – New Fragrance 1	3 760 040 110 639	240€
9016	Première Note – New Fragrance 2	3 760 040 110 646	240€
9017	Première Note – New Fragrance 3	3 760 040 110 653	240€
9018	Première Note - New Fragrance 4	3 760 040 110 660	240€

Availability June 2024

NEW FRAGRANCE IN ELIXIR ORIENTAUX 2024

New Edition of **HIMALAYAN OUD** fragrance.

One of the most beautiful olfactive material, rework in a modern version for our fragrance Himalayan Oud

In the distance sounds the echo of a Tibetan gong, accompanied by deep, slow brass notes. Forests, pines and meadows follow in step in the foothills of the snow-capped Himalayas. In a trail of animal and incense notes, oud wood reveals all the mysteries of the East. Its powerful and animal facets strike with confident charm.



Reference	Désignation	EAN	SRP
9006B	HIMALAYAN OUD New Edition - Oriental Elixir	3 760 040 110 677	180€

Availability September 2024



NEW ELIXIR ORIENTAUX FRAGRANCE LIBRARY 2024



A prestigious box allowing an enchanting olfactory journey of the ELIXIR ORIENTAUX collection, through a 4x10ml travel size. Much more than samples, each tube allows an intense immersion through the powerful major notes, so characteristic of Première Note. Ideal for a gift or to discover the collection, the scent of this Library fragrance will follow you wherever you go.

- Rose Shéhérazade x 10 mL
- Cuir Nappa x10 mL
- Tasman Santal x 10 mL
- Ambre Kashmir x 10mL

Launch postponed to February 2024

Reference	Désignation	EAN	SRP
9000DS2	Première Note Fragrance Library 4 x 10ml	3760040110622	80€

NEW LAUNCHES TIMELINE 2024

AVAILABILITY

February

June

September



Fragrance Library
4x10ml Collection Elixir
Orientaux

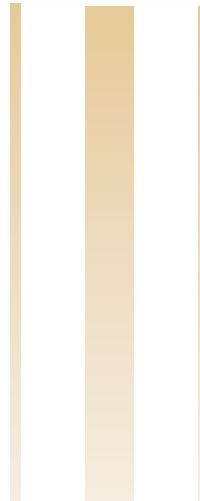


**New Premium
Fragrance Collection**



**New Fragrance in the
Oriental Elixir Collection**

CATALOG 2024



PREMIERE
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ORANGE CALABRIA
100mL – 9003 – SRP 129€
50mL – 9053 – SRP 80€
Tester 100mL – 9003T



MIMOSA AUSTRAL
100mL – 9013- SRP – 129€
50mL – 9513 – SRP 80€
Tester 100mL – 9013T



FIGUE BARBARE
100mL – 9012-SRP 129€
50mL – 9512 – SRP 80€
Tester 100mL – 9012T



PERA MALTA
100mL – 9011 – SRP 129€
50mL – 9511 – SRP 80€
Tester 100mL – 9011T



CEDAR ATLAS
100mL – 9002 – SRP 129€
50mL – 9552 – SRP 80€
Tester 100mL – 9002T



JAVA WOOD
100mL – 9005 – SRP 129€
50mL – 9055 – SRP 80€
Tester 100mL – 9005T



2ML VIALS
9003V – Orange Calabria
9011V – Pera Malta
9002V – Cedar Atlas
9005V – Java Wood
9013V – Mimosa Austral
9012V – Figue Barbare



DISPLAY
9000WL



BLOTTERS
9000



SHOPPING BAGS
9000S



ROSA DAMAS
DISCONTINUED
100mL – 9004
50mL – 9054
Tester 100mL – 9004T



LYS TOSCANA
DISCONTINUED
100mL – 9001
50mL – 9551
Tester 100mL – 9001T

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AMBRE KASHMIR
100mL – 9007- SRP 180€
Tester 100mL – 9007T



AURA TONKA
100mL – 9010 – SRP 180€
Tester 100mL – 9010T



ROSE SHÉHÉRAZADE
100mL – 9009 – SRP 180€
Tester 100mL – 9009T



TASMAN SANTAL
100mL – 9008 – SRP 180€
Tester 100mL – 9008T – 16€



CUIR NAPPA
100mL – 9014 – SRP 180€
Tester 100mL – 9014T – 16€



BLOTTERS
9000



2ML VIALS
9007V – Ambre Kashmir
9010V – Aura Tonka
9009V – Rose Shéhérazade
9008V – Tasman Santal



BAG
9000S



CANDLE 30g
Cuir Nappa
9014TCAN



DISPLAY
9000GL



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CREATION BEAUTE INTERNATIONAL
<https://premierenote-parfum.fr>