

MAUBOUSSIN

PARFUMS

2024 NOVELTIES AND CURRENT BEST SELLERS



MAUBOUSSIN

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When jewelery inspires perfume...

Fascinated by its essence, Patrick Mauboussin, who managed the brand in the 1990s, proposed to create a "perfume-jewel" to showcase French expertise in this field. The CEO's idea was especially touching and unexpected when the Brunei sultan was presented with a series of perfumes whose bottles were all adorned with his name. One thing led to another and MAUBOUSSIN entered the world of fine perfumes. The first bottle was lozenge-shaped, symbolising the crystallisation of a rough diamond: a shape which seems obvious to jewellers creating designs with women in mind. Since that time, MAUBOUSSIN's perfumes have reflected its jewellery collection: noble, sophisticated, intense, and with the touch of fantasy that characterises the brand. Each perfume has the essence of a precious jewel at its heart. Its shape, appearance and message are magnified by a fragrance - like a fragrant homage.

BRAND POSITIONNING & CLIENTELE

In line with the jewelry range, MAUBOUSSIN perfumes are offered at attractive prices. They combine price accessibility together with excellence from their composite raw materials. The MAUBOUSSIN Parfums customer is a man or a woman in search of quality and beautiful fragrances at a "fair" price. This customer is loyal and has a very international outlook.

The MAUBOUSSIN perfumes cover almost 70% of the olfactory universe.

MAUBOUSSIN: LUXURY ACCESSIBLE TO ALL!



FRAGRANCES INTENSITY RATES



MAUBOUSSIN PARFUMS - 2024 MARKETING PLAN

1ER SEMESTER		2ND SEMESTER	
CATALOGUE	<p>NOVELTY FOR MEN</p> <p>STAR FOR MEN</p> <p>90 ML EDP</p> <p>LAUNCHED IN 2ND QUARTER OF 2024</p> <p>PRESENTED AT THE 2024 TFWA IN CANNES</p>		
		<p>NOVELTY FOR WOMEN</p> <p>STAR CHERIE</p> <p>90 ML EDP</p> <p>WILL BE PRESENTED AT THE 2024 TFWA IN CANNES</p>	
SETS	<p>NEW SET EDITION WITH EDP + TS 20ML</p> <p>AVAILABLE IN JULY 2024</p>		
		<p>2024 PRESTIGE SETS</p> <p>AVAILABLE IN OCTOBER 2024</p> <p>CONTENT : EDP + TS 20ml + Reference 75ml + Shoulder Bag</p> <p>WILL BE PRESENTED AT THE 2024 TFWA IN CANNES</p>	

MAUBOUSSIN STAR RANGE

NOVELTY

COMING IN 2024



STAR FOR MEN
WODDY AMBERY – 90 ML



STAR CHÉRIE
FLORIENTAL FRUITY GOURMAND – 90 ML



STAR FOR MEN
THE ESSENCE OF THE UNIVERSE.





STAR FOR MEN

THE ESSENCE OF THE UNIVERSE.

SOMEWHERE DEEP IN THE GALAXY, A SPECTACULAR TREMOR
SHAKES THE UNIVERSE AS A CELESTIAL EXPLOSION TRIGGERS AN
UNPRECEDENTED SHOCKWAVE! IN THE DARKNESS OF SPACE, THIS DAZZLING
SPECTACLE REVEALS THE HEAVENS' HIDDEN DEPTHS. THE FARTHEST
REACHES OF SPACE ARE IN DISARRAY, THE GALAXIES ARE MAGNETICALLY
REALIGNED AND THE STARS ARE SPELLBINDING.

LIKE THE SUPERNOVA THAT LIGHTS UP THE FIRMAMENT, STAR FOR MEN
HIGHLIGHTS THE GREATNESS AND SPLENDOR OF EVERY MAN WHO WEARS
IT. THIS POWERFUL WOODY FRAGRANCE INSTANTLY CREATES AN IRRESISTIBLE
MAGNETIC AURA AS THE SUBTLE INTERPLAY BETWEEN LIGHT AND
SHADOW REACHES ITS PEAK.

EVERY MAN WEARING STAR FOR MEN UNLEASHES HIS INDOMITABLE
STRENGTH TO BECOME A SHINING STAR HIMSELF, MERGING WITH
THE BRILLIANCE OF THE CONSTELLATIONS. HE BECOMES THE HERO
OF HIS OWN ADVENTURE, IN WHICH EACH OLFACTORY NOTE REVEALS
A FACET OF HIS STORY AND CAPTIVATES HIS AUDIENCE. THE MAN WHO
CHOOSES THIS FRAGRANCE IS SPECTACULAR, UNIQUE, MAGNIFICENT.



STAR FOR MEN

THE ESSENCE OF THE UNIVERSE.

90 ML EDP FOR MEN

Masculine version of the 90ml Star EDP

Cap : Zamak – Shiny gunmetal

Bottle : Matte black lacquer bottle with glossy edges

LAUNCHED IN 1ST SEMESTER OF 2024

REF: MBCAT197

EAN: 3 76004879 900 3



WOODY AMBERY

HEAD NOTES:

Black Pepper, Cardamom

HEART NOTES:

Incense, Saffron

BASE NOTES:

Iris, Cedar, Patchouly, Papyrus, Vanilla,
Tonka bean, white amber





MAUBOUSSIN

P A R F U M S

BEST SELLERS



STAR EAU DE PARFUM

A STAR IS BORN!

A new eau de parfum is born at Mauboussin. Bold, powerful and voluptuous, it will not go unnoticed and will leave an indelible mark on the time! In the image of a strong and lively generation, Mauboussin parfums revents itself and offers you a real olfactory jewel that radiates and emanates an incomparable trail. Its intoxicating aura hypnotises whoever crosses your path! You are unique; so let the star that hibernates in you fly away to finally shine at your true value. This is your moment...

You are undoubtedly the movie star of your life!

WOODY AMBERY

A sensual eau de parfum with an enveloping and ultra-addictive scent. The fragrance opens with a crisp, milky fig top note. Its delicately powdered iris heart blends perfectly with gourmand notes of praline, vanilla and tonka bean. Cedarwood adds an elegant, precious touch.

Eau de Parfum created by Karine Dubreuil (Vox Profumi)

Head notes: fig, pineapple

Heart notes: iris, coco milk

Base notes: cedarwood from Virginia(US), vanilla, tonka bean, praline, heliotrope, white amber



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STAR | LE NOUVEAU PARFUM POUR FEMME

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STAR | LE NOUVEAU PARFUM POUR FEMME



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STAR | LE NOUVEAU PARFUM POUR FEMME

THE NEW LEGEND FOR WOMEN

in RED



IN RED EAU DE PARFUM

The legend behind love's origins

It's a legend which recounts that at the very beginning of humanity, a meteorite with exceptional brilliance ran aground the heart of the barren Earth, devoid of any nature and life. This impact raised a hill which turned into a powerful and majestic volcano, as time went by the jewels of a dazzling and intense red lava, burst forth. In contact with the ground, these thousands of crystals took up the shape of a perfect diamond and began to radiate like the sunlight, spreading luxuriant and magnificent nature... An oasis of wonderful flowers with exquisite scents, of crispy and juicy fruits, warm and noble wood, hence flowed a deliciously milky sap.

MAUBOUSSIN IN RED, emerged through this legend. A powerful fragrance whose intoxicating and unique trail, triggers eternal addiction.

ORIENTAL-WOODY-FLORAL

A dazzling and poetic creation that starts off right from the beginning with an addictive fruity signature with a blend of red apple, sparkling blackcurrant touches and luminous bergamot. The heart is created around the deep and intense floralcy of Bulgarian rose and red peony. Surrounded by delicate fruity touches of nectarine. The drydown liberates an oriental woody signature thanks to the refined sillage of ambrox, praline and milky woods. Delight, addiction, refinement and absolutely feminine...

Eau de parfum created by Ilias Ermenidis (Firmenich)

Head note: red apple

Heart notes: red rose, red peony

Base notes: milky woods, ambrox



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LEGEND
FOR WOMEN
in RED

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POUR LUI IN RED EAU DE PARFUM

The fantasy of the ideal man

CLASSICS NEVER DIE...

MAUBOUSSIN reinterprets its "timeless" Pour Lui bottle through a more audacious, racier version: MAUBOUSSIN POUR LUI IN RED. Underneath its scarlet red appearance, which is both appealing and intriguing, MAUBOUSSIN IN RED reveals surprising and charismatic facets. Somewhere between vintage and avant-garde, it evokes the fantasy of the ideal man... the James Bond of modern times: the perfect duality between gentleman and "bad boy"! Adventurer, seducer, cheeky, fearless, and yet delicate... he shakes up conventions but always with elegance! His signature: a touch of mystery that arouses envy and makes you "melt" with jealousy!

SPICY-WOODY-FOUGERE

A refined, woody combination that creates a modern, sensual fougere scent. The metallic freshness of the Bergamot/ginger pairing meets the elegance of vetiver and the sensuality of sandalwood. The leather base note is the signature of this fragrance, with its classy, addictive trail.

Eau de parfum created by Alexandra Carlin (Symrise)

Head notes: ginger, juniper berries

Heart note: lavender

Base note: sandalwood



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Pour Lui In red | LE NOUVEAU PARFUM POUR HOMME

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Pour Lui In red | LE NOUVEAU PARFUM POUR HOMME

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Pour Lui In red | LE NOUVEAU PARFUM POUR HOMME

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Pour Lui In red | LE NOUVEAU PARFUM POUR HOMME



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Pour Lui In red | LE NOUVEAU PARFUM POUR HOMME



ÉLIXIR POUR ELLE EAU DE PARFUM

A "scandalous" perfume...

MAUBOUSSIN reveals the quintessence of its most sophisticated facets in Elixir Pour Elle. Some say that this perfume is a true love potion with magic properties that inspire love and exude its sensuality. Elegant and bewitching, Elixir Pour Elle sows the seeds of mystery around women sure of their femininity and who do not shy away from making use of their sensuality.

ORIENTAL-GOURMAND

The top notes burst with sweet and sparkling blackcurrant. The red rose in the heart of the fragrance gives to it its generous facets. The oudwood notes in the base brings a strong trail to this mysterious elixir...

Eau de parfum created by Karine Dubreuil (Vox Profumi)

Head note: blackcurrant

Heart notes: red rose, jasmine

Base note: oudwood



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EAU DE PARFUM POUR FEMME

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EAU DE PARFUM POUR FEMME

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EAU DE PARFUM POUR FEMME



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EAU DE PARFUM POUR FEMME



POUR ELLE EAU DE PARFUM

The promise of Absolute Love

Only commitment gives meaning to love... and the wedding band is its most beautiful symbol. Place your finger in the ring on the bottle, let yourself be carried away... and form an eternal bond of love. The bewitching essences of Pour Elle act as a love potion. Totally fascinating and ultra-feminine, this perfume was created to put all your senses in turmoil, excite the senses and light up desire

FLORAL-FRUITY

A powerful, multi-faceted and changing eau de parfum. With notes of rhubarb, centifolia rose, and caramel complemented by amber and sandalwood scents, this fragrance acts as a true potion.

Eau de parfum created by Olivier Cresp and Nathalie Lorson (Firmenich)

Head note: rhubarb

Heart note: Centifolia rose

Base note: caramel



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Pour Elle | EAU DE PARFUM POUR FEMME

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Pour Elle | EAU DE PARFUM POUR FEMME

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Pour Elle | EAU DE PARFUM POUR FEMME

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Pour Elle | EAU DE PARFUM POUR FEMME

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Pour Elle | EAU DE PARFUM POUR FEMME



POUR LUI IN BLACK EAU DE PARFUM

Deep desire – extreme fantasm

Under a spell, under pressure... the intense evil which exposes him. The clock's dial and hands set the beat of his life. When the time is right, he gives free rein to all his desires. Pushing boundaries and living to the fullest. He now lives only through his addictions.

WOODY-ORIENTAL

A sensual and powerful fragrance, which plays with the established codes of manliness and seduction. A fragrance which changes in the depth of black violet petals, comes to life in bursts of fresh mint, and is sustained by the powerful gäiäc wood essences.

Eau de parfum created by Alexandra Carlin (Symrise)

Head note: fresh mint

Heart note: black violet

Base notes: gäiäc wood, caramel



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Pour Lui In black | EAU DE PARFUM POUR HOMME

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Pour Lui In black | EAU DE PARFUM POUR HOMME

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Pour Lui In black | EAU DE PARFUM POUR HOMME

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Pour Lui In black | EAU DE PARFUM POUR HOMME



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Pour Lui In black | EAU DE PARFUM POUR HOMME



PROMISE ME EAU DE PARFUM

The promise of eternal love

"See me, charm me, kiss me, guide me and promise me... that you'll love me forever and ever, as if it was the first day". Power and majesty are dedicated to this padock-bottle marked by the elegance of the ring "le premier jour". A jewel fragrance for women who know what they want about love, and claim it loud and clear.

MODERN CHYPRE

The Promise Me fragrance leaves no one indifferent. You will be stimulated by this unique, very modern Chypre accord. Addictive and elegant, the fragrance is marked by a hint of rare Indonesian patchouli, creating a stunning trail.

Eau de parfum created by Karine Dubreuil (Vox Profumi)

Head note: Sicilian mandarin

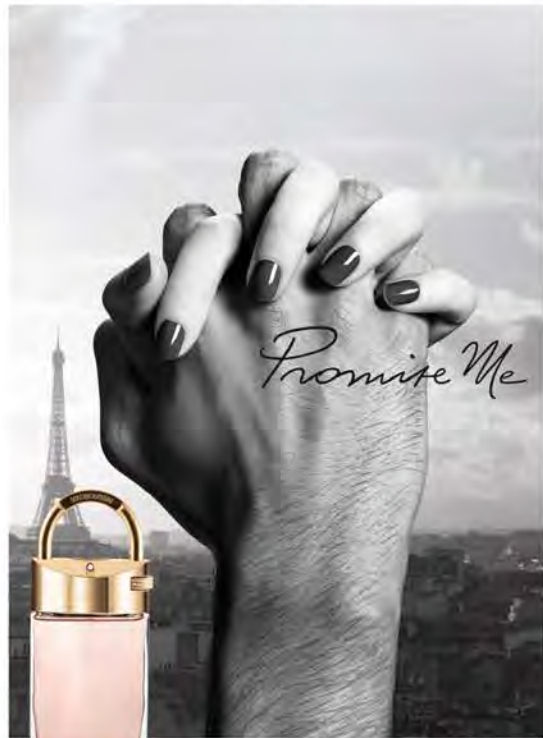
Heart notes: Rose, white heliotrope

Base note: patchouli



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EAU DE PARFUM POUR FEMME

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EAU DE PARFUM POUR FEMME

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EAU DE PARFUM POUR FEMME





PRIVATE CLUB EAU DE PARFUM

**The thrill of triumph, the sensuality
of shadows**

Enter the private universe of MAUBOUSSIN. A Private Club with a subdued atmosphere... between mystery and addiction. Drops running down a glass of peaty bourbon. Low powdery clouds rising from a cigar's amber wrapper. Savoury scents of roasted peanuts... placed here and there on a majestic cold blue zinc bar that attracts the most curious, the most daring ones. Kings of Hearts are making exclusive "all in" bluffs when not exchanging mischievous and knowing looks – "Win it all" –

WOODY-ORIENTAL

It opens on a bouquet of cold spices and frozen pepper, which makes way for a warm and sensual heart of cinnamon and an amber/patchouli masculine, classy base.

Eau de Parfum created by Alexandra Carlin (Symrise)

Head notes: bergamot, cold spices
(black pepper, cardamom, coriander)

Heart note: cinnamon

Base note: amber



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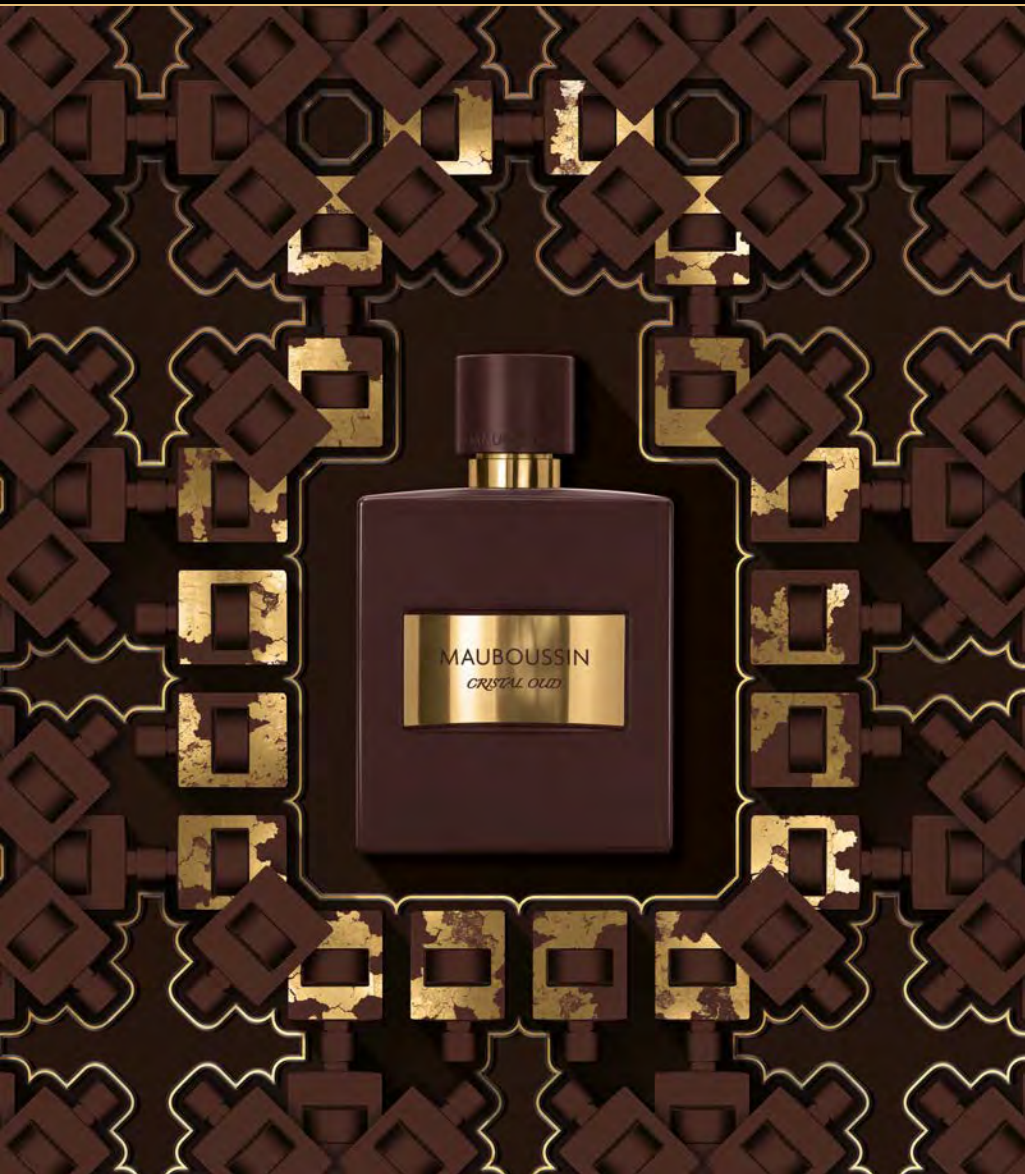
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CRISTAL OUD EAU DE PARFUM

Majestic and captivating scents

A perfumed tribute to those pure, ancient essences, coming from afar. Having always been fascinated by the Orient and its mysterious riches, Mauboussin parfums now gives pride of place to the most beautiful and rarest of materials: Oudwood. A surprising and powerful perfume that right from its very first notes tells an enchanting olfactory tale, heightening all of your senses.

ORIENTAL

A sophisticated, luxurious and deeply intense eau de parfum. Top notes of barbed but sensual velvet roses, gradually give way to the passionate warmth of incense from the East. Oudwood is a precious and rare material that gives this fragrance its unmistakable signature, leaving an unforgettable trail and evoking bygone fantasies.

Eau de parfum created by Benoit Bergia
(Expressions Parfumées)

Head note: velvet rose

Heart note: incense

Base note: oudwood



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*CRISTAL
OUD* Eau de Parfum Pour Homme

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*CRISTAL
OUD* Eau de Parfum Pour Homme

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OUD* Eau de Parfum Pour Homme

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*CRISTAL
OUD* Eau de Parfum Pour Homme

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*CRISTAL
OUD* Eau de Parfum Pour Homme



MY TWIST EAU DE PARFUM

A desire for escape...

Down with the shackles of the female object!

Make way for the woman 2.0. Less dressed up but still as beautiful, she advocates naturalness and swaps her model-like appearance for that of a warrior, a fighter and a liberated woman. No more glamorous, evocative and frozen poses on glossy paper, no more blissful and passionate lovers! She is on the move! Women finally have the leading role in the theatre of their lives. She is no longer expected to be perfect but to perform. She is master of her destiny, she shakes things up and makes herself heard... She TWISTS her life... and it's not going to stop!

FLORAL

Underneath the soft and gentle fruit, it is an explosion of powerful and bright notes that gradually takes over. A whirlwind of fragrant white flowers, sunny tuberose that shine and emanate a desire for elsewhere. Then comes the lull... A zest of sweetness and greediness brought by vanilla leaves an insatiable desire... An irrepressible need to live this sensory experience again... Again, and again!

Eau de parfum created by Marie-Pierre Protin (PAYAN BERTRAND)

Head note: blackcurrant

Heart notes: White flowers (Neroli, Tuberose, Jasmine)

Base notes: vanilla, musk



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