

# PRESS KIT

*Introspective journey*



**MAISON LAUGIER**

[www.maisonlaugier.com](http://www.maisonlaugier.com)

# FAMILY

*Laugier*

## ORANGE BLOSSOM AS A FOUNDING ACT

Our story starts in 1909 in the fields of the hinterland of Grasse, in the South of France. Léontine Laugier began planting orange trees. Her plantations rapidly prospered thanks to the rise of Perfumery.

The gardens grew into beautiful orange orchards, thus stimulating the creativity of the Perfumers of the time. Orange blossom, the only raw material used for its flower, fruit and leaf, proved to be the source of a unique richness and amazing generosity for Perfumers, blessing them with a new freedom for composition.

**Four generations later, Élodie Campagne, Léontine Laugier's great-granddaughter, launches Maison Laugier as a tribute to her family's history.**



# THE FOUNDER

## FOUNDER AND PASSIONATE



*Élodie Campagne*

After having graduated from Lyon Business School (EM Lyon), Élodie Campagne decided to found Maison Laugier in 2016. After three years of working for international organizations, Élodie embarked upon the adventure she had always dreamt of : to develop an innovative concept, creating her own brand for confidential and unconventional perfumes.

As daughter of a family of Perfumers in Grasse, she created her very own olfactory world and today cultivates a passion for noble, rich and flamboyant raw materials. Élodie strives to combine olfactory emotions with those of her memories, thus making her childhood the cradle of her inspiration. From her gentle and peaceful childhood, she remembers the Mediterranean scents, the aroma of hot stones, the magical smell of daisies and the powerfully aromatic maquis.

She has a particular fascination for orange blossom, a scent that enables her to imagine her great-grandmother, Léontine Laugier, marveling at the purity that reigned in her beautiful orange fields in May.

**Through Maison Laugier, Élodie tells her story and honours her family. She perpetuates a family tradition whilst adding her own personal sensitivity and personality to it.**

# OUR CONCEPT

## TAILOR-MADE PERFUMES



The perfume is a tool so powerful and indicative of personality that it must be singular; in a way, a second skin!

Maison Laugier offers another way of conceiving perfume and invites you to realize your olfactory signature, through different workshops.

The promise ? A suspended moment, through which Maison Laugier offers you to develop a unique olfactory footprint, a true DNA: the reflection of your tastes, your olfactory memory, your personality. Guided by our Perfumer and our perfume organ, a memorial travel instrument, compose the fragrance of your story.

## *The perfume bar*

Each week, our Perfumer chooses a new theme and composes various chords (rose, orange blossom, wood, oriental, white musks, oud, citrus, jasmine). Customize one of these chords with the carefully selected raw materials and create your unique fragrance. Enjoy this workshop by sharing a special moment with our Nose and learn more about the history of Perfumery, the different raw materials and the composition of a perfume.

Workshop one hour - Spray bottle 15 ml.

**Price per person : 49 € TTC**

## *The private workshop*

Our Perfumer guides you in the writing of your formula and helps you create a unique perfume.

Release your creativity and select your bottom, middle and head notes among the 80 bases of our olfactory library.

Our nose will introduce you to the raw materials used in Perfumery, the different olfactory families, the architecture of a perfume...

To finish, you will chose a name for your fragrance and we will personalize your bottle.

Workshop two hours - Spray bottle 100 ml.

**Price per person : 139€ TTC**

## *Tailor made creation*

During four private and thorough appointments, our Perfumer creates an exclusive formula, a unique fragrance that corresponds to your image and who you are. In one-to-one meetings with our Perfumer, express your tastes, desires, dreams and memories in order to begin imagining your very singular fragrance.

Spray bottle 100 ml.

**Price per person : 620 € TTC**



MAISON LAUGIER  
PARFUMEUR CRÉATEUR  
Soyez-vous  
E PARFUM  
Made in France

**EAUX**

DE

*Parfums*

# THE COLLECTION

## PRECIOUS MOMENTS

We imagine perfumes based on precious moments. These moments when we wish we could put everything on hold to leave space for what we regard as ephemeral grace, those that don't always appeal to the olfactory senses. We strive to recreate them through perfume.

Maison Laugier loves to tell stories and then enable your imagination to seize hold of them. Impregnated with a certain amount of romanticism, our creations are modern, luxurious and always elegant and carry both meaning and dreams. Our collection expresses itself free of artistic boundaries, with an innovative spirit and the desire to bring freshness into the world of niche Perfumery.

Our Perfumer has created bold chords, respecting the traditional art of French Perfumery. The result is a collection of exclusive perfumes that reflect the richness and diversity of exceptional raw materials as well as a collection of home perfumes and beautiful scented candles that combine mineral and vegetal wax.

We wish you a memorable experience.





## *L'eau de Léontine*

Léontine arrives at the top of the cliff, charged with Italian bergamot energy. Short of breath, she looks at the far-away sea as if she was looking at her future.

In this orange tree field, silent purity reigns. And it is right there, in this saturated heat, that she feels most alive.

What she loves above all is folding a leaf in the palm of her hand. The green notes mingled with her own scent give her the feeling of belonging to the land she lives on.

The childish and generous fragrances of this oh so comforting flower reveal it little by little. At this moment, innocence has a smell, embalmed by her insolence.

A desire for independence settles in her romantic eyes. Her rebellious and jasmine looks augur well for a future imperfect beauty.

In search of her roots, her vanilla secrets and her Tonka dreams, Léontine now knows, her scent will be orange blossom.

## *Prince des nuées*

The instant fresh and peppery flight invites the ocean to join us on this wonderful epic journey. Altitude is gained and the sea sprays meld into one.

Agile and fluid in the air, the beautiful bird leaves with determination, searching for the big blue. Carried by the winds, the king of Azur dreams of a place where sky and sea mingle together. Where the oceanic and celestial blues happily embrace. In this sea and air spirit, the desire for the great departure is confirmed.

Far away, the cedar of the Atlas caresses the animal's feathers with elegance and delicacy. This dry and woody dream blows a rational and profound earthly impulse on the ocean.

But the Prince Des Nuées is already gone. So far away that we will not see him again, where the horizons become blurred.





## *Bal de minuit*

Getting ready to leave, wrapped in their virtual elegant aromatic evening gown, pink berries and nutmeg are ready for the big night.

In a sort of nocturnal poetry, amber is adorned with resplendent labdanum lace from Iran. Ready to go dancing, a hint of encaustic balsamic mystery weaves its way through the warp and weft of the perfume's fabric. The oriental power remains proud and dignified despite its charming false-pretenses. Powdered with iris from Tuscany, slightly authoritarian, this staging simply has it all.

Delicious and vanilla-flavored, this gorgeous and warming fur neck warms and reassures on this deep dark night.

Midnight rings and the time has come for amber to withdraw while offering her last breath, muffled and elegant as is the case after every evening.

## *Tueuse de fleurs*

Already regarded as a legend, this bad girl is endowed with an electric charm and dazzles by her beauty. Yet bitter clary sage and hurtful galbanum cautions us as to an underlying threat. Her skin, spotted with Ceylon cinnamon, is irresistibly spicy and golden. She assumes her immoral notes and around her, she does evil.

As she inspires passions, the Turkish Rose, a psychedelic splendor, is an accomplice to her intentions. Provocative and burning, she is even sometimes mean. Her glowing and saffron mane intoxicates spirits and she knows it. Other flowers fade through jealousy when she walks past.

Capable of the worst, she never hesitates to give a fatal blow of oud. She enjoys lacerating hearts with her styrax claws. But the evil seductress is well aware that a second amber-scented chance will be offered to her.





## *Dans tes yeux*

This penetrating glance would leave no one indifferent. Once encountered, the first impression is icy. Overwhelmed by her modern freshness, this new wave takes us with her.

In her beautiful eyes, one can glimpse hope, tinged with a subtle and discreet tinge of lily of the valley. Her desire to escape and her wooded dreams are revealed by her great nonchalance. The desire to stare at her eyes is irrepressible, the elegance of white Russian tea sparkling in them and drawing us in. In this monochromatic and powdery complexity, her charisma shines forth in black and white. Her timeless and openly assumed difference etches its mark in time.

The fragrance of her skin, which one would like to be musky, will undoubtedly permeate our thoughts forever. We wish we could imagine her story and her secrets, but the ephemeral sensation of having seen beauty in her eyes is all that will ever remain.

## *En attendant Kalinga*

The day of her departure is moving and fruity, her refreshing and embarrassed shyness is discernable. This sweet goodbye took place with notes of velvety white peach and shimmering tangerine. But Kalinga will be back. In the meantime, her fragrance remains.

Full of grace and harmony, her zest for life can be read in this fugitive impressionist bouquet. The beautiful floral touches of peony, jasmine and neroli flutter together. Petal by petal, she builds an image that even she herself is sometimes uncertain of.. But forever bright and multi-coloured, she enchants the lives of others and magnifies their crazy dreams. These pastel instants in her company will remain eternally fascinating.

Last time she was here, she looked out on the world through this icy window. But perhaps it was not the others she was watching. What was Kalinga thinking about while facing her own reflection looking at her? Perhaps the depth of this oak moss bewitched her too. Or was it lovely last moments of the white musk that she loves so much?





## *Souviens-toi*

In a search for lost time, suddenly a memory came back to me. In this innocent watercolor of citrus fruit, I saw it. Lime and peppermint were embracing for the first time. Shivers and illusions were echoing at each other on this soft vibration. Everything seemed so perfect and yet there was no certainty that this was real. Classic and authentic, the blurred limit between fantasy and truth was playing hard to get.

This malicious and bubbly smile, so easy to trigger, has stuck in my mind. Its zesty dimples refreshing the beautiful moment that does not fear to be forgotten.

A little bit like a first love, this tender rosewood still resonates in me like a melody. The earthy notes leave no space for doubt and fear.

It was the time when life was carefree.

Just smell and remember.



# OUR HOME

FRAGRANCES

*and*



# SCENTED

CANDLES

# 24 SAPINS



Much-awaited, he prepares for the “Grande Veillée”. All year long. In his wonderful world of muffled snowy forests, he is not that unique. From his amazing needles, festive preparations emerge, the very essence of his mind.

Decorated with clove, spiced with cinnamon, garlanded with delicacies and illuminated with vanilla, he brings hope and happiness. Full of love and surprise, he generously welcomes the dreams of others at his feet. In a kind of innocent peace, he makes families gather and makes them kind. In the warmth of his amber lights, the long winter nights seem more colourful. He knows it and is proud of it, he is the real star of the show.

# DE L'AUTRE CÔTÉ DU LAC



The shy melody was gently crossing this green and lush foliage. The trees were resonating and allowing themselves to be pervaded pierced by these resinous and earthy galbanum waves.

This vegetal chime was flying over the peaceful lake, tinged with watery, fresh and serene notes.

It seemed peace had been offered to us for an afternoon. To explore the other side of the lake was Juliette's dream.

# SOUFFLE DE BELHARRA



The lapping intensifies and feels the effervescence increase in power. From the deepest depths of the sea she prepares herself to make his dangerous appearance.

In a refreshingly invigorating lemony freshness, Belharrà the giant is here. It breaks down in an aromatic tear, with lavender and camphor spray. Its crest with green eucalyptus reflections engulfs the ocean in its vastness. A fantastic fern accord is breaking out then in the peaceful bay and lets us assume that it will never stop.

Only, the coast is not that far away anymore. and the unleashing will have to come to an end. A powdered foam washes up, leaving a bewitching vaporous foam as the only trace of its existence.

# MYANMAR AUX AURORES



The first orange glows of dawn appear in a deafening and opulent silence. The mist dissipates little by little, allowing its vaporous notes of fresh coconut to fly towards other skies. As she rises, the sun warms the souls, but the air that is still fresh respects the sacred offerings.

The whispered prayers make tuberose, jasmine and frangipani resonate. Their white and lush petals delivering forth all their nobility. This exotic and divine composition carries the spirits forward in a deep meditation with velvety and spicy echoes. A green vegetal moment refreshes this mesmerizing and blossoming procession.

The long-sought after balance is now all embalming in the splendor of its grace and beauty.

Once this enchanted moment is over, in a sort of inner and woody peace, the pagoda is ready to once again welcome the same divine air the next morning.

# SABLES D'AILLEURS



That summer, it was very hot and the sand seemed even hotter. There she was, where everything seemed more beautiful. Just after the dune, in the immensity of the amber sand, she was there, dreaming.

Far from everything, in this oriental daydream where gentleness reigned and extended way beyond what she had imagined. So beautiful she would make palm trees shudder, her footsteps in the sand reflected a state of freedom.

With powerful mind-blowing myrrh, she wraps and carries our dreams towards new horizons. Where the palm grove expresses all the generosity of its exotic charm. Thus exhaling its dark psychedelic labdanum resins.

Benzoin acts like the magic of a stolen kiss under a palm tree. Surprising yet delicious, it leaves a euphoric and malicious trail.

# DERNIÈRE FLAMME



It was inevitable.

Thick and heavy smoke announces a burning cataclysm. Metallic and full of temper, the incandescent boiling slowly approaches. In a sort of rage, the destructive spirit ravages everything in its path.

Tonight the jungle is on fire.

The enraged flames devour and enjoy the precious woods. Sandalwood, myrrh and oud murmur, like a final confession, their burned and martyred notes. The sinister and hypnotic fire leaves a tenderly perfumed coal scented path.

But as violent as it is fascinating, the catastrophe loses steam and says goodbye in a last vanilla breath.

# OUR BOUTIQUE-WORKSHOP

Come and find us in the heart of the center of Lyon, 6 rue Thomassin, in our very special workshop and boutique where we showcase our perfume creation laboratory and our collection of perfumes and more.

OPEN FROM TUESDAY TO SATURDAY

FROM 10AM TO 7PM



# CONTACT



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