



AFFINESSENCE
PARIS

SOPHIE BRUNEAU, THE FOUNDER OF AFFINESSENCE

PERFUME, a passion that won't let go!



I've always been drawn to perfumes. At an early age, I collected samples and adverts. I was a ballet dancer, piano player and sculptor, but out of all the arts it was perfume that I threw myself passionately into!

More than 25
years' experience
in the perfume
and cosmetics
industry

As Marketing Director, I created, developed and launched a number of perfumes and cosmetics for several high-profile brands. I have a soft spot for brands which are deeply rooted in nature, where I can cultivate my passion for natural ingredients. I have always been determined to develop fragrances hand in hand with perfumers: directing the creative process while respecting their skills and artistic sensitivity. It is only in this way that we can create a product which resonates with every one of our senses.

AFFINESSENCE, olfactory consulting

In 2013, I decided to launch my perfume consultancy company, AFFINESSENCE. Aside from my olfactory expertise, I can offer a wide range of other services, from marketing strategies to a finished turnkey product.

2015, ... The Base Notes Collection!

I wanted to take my passion and conviction to the next level, and this is why I decided to launch my own perfume collection. This project has been growing in my heart for a long time: combining the audacity of a "base-focused" line of perfumes with the nec plus ultra in quality.

Creation must always go hand in hand with passion, so I wanted this artistic endeavour to be imbued with a real sense of meaning and a real connection to my brand, AFFINESSENCE.



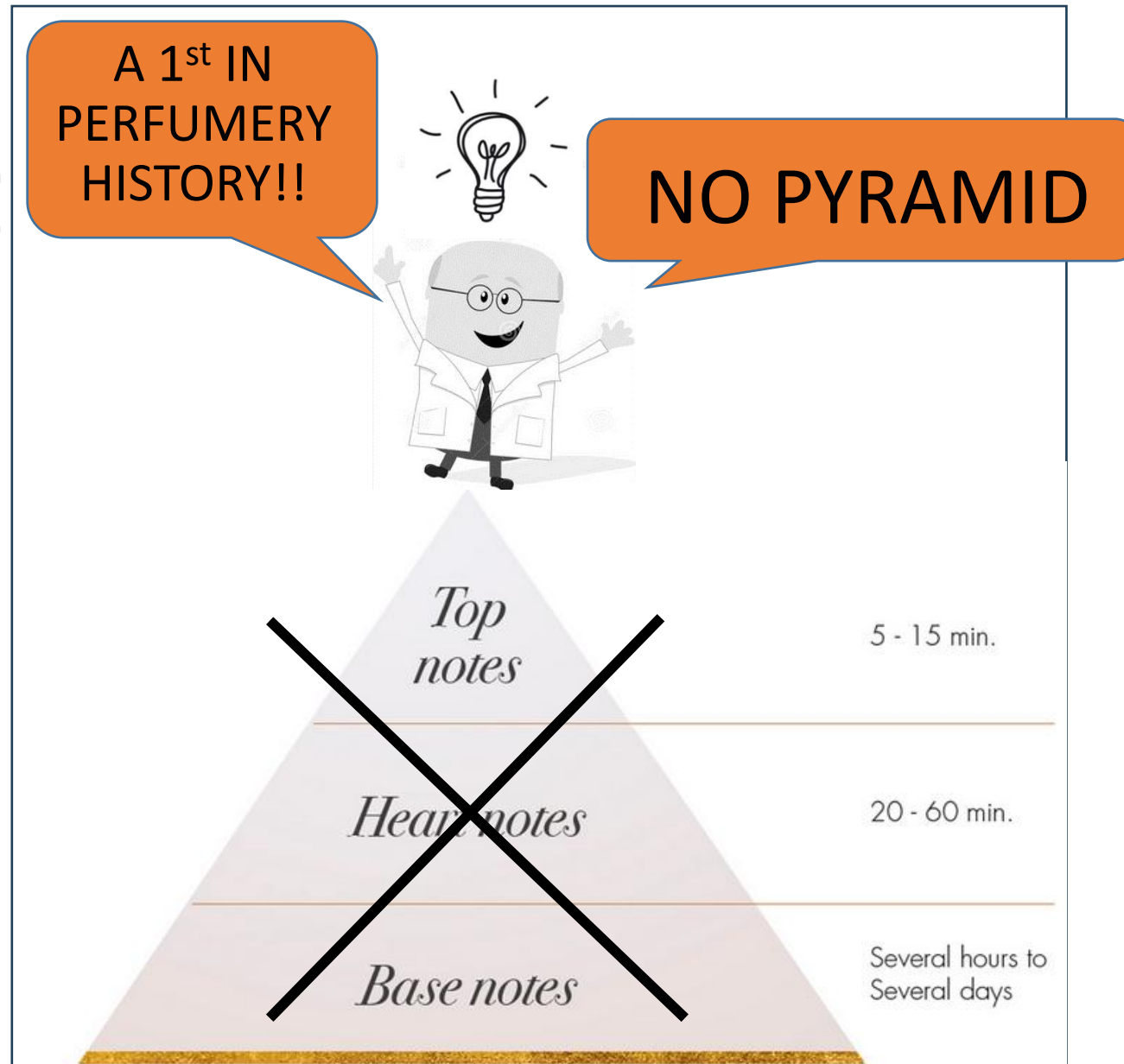
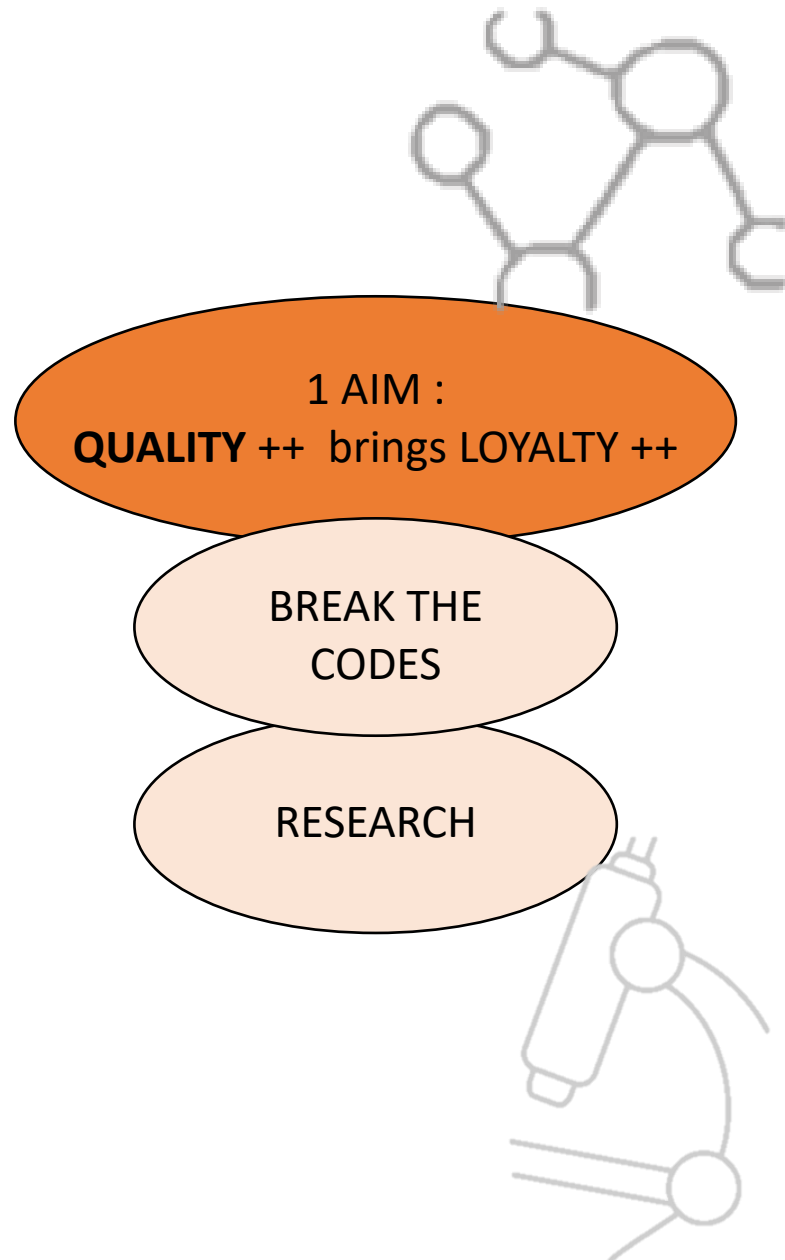
Wearing a perfume by AFFINESSENCE means imbuing your senses and your spirit with a truly original presence and signature.

Affinessence dedicates this collection to those who love exemplary quality. Above all, this is dedicated to those who are sensitive, who choose a smell, a fragrance and the emotions it provokes. This is for those who want to let their senses and their heart speak out.

Close your eyes and follow your instincts: choose your art perfume from the collection ... and let yourself be carried away!

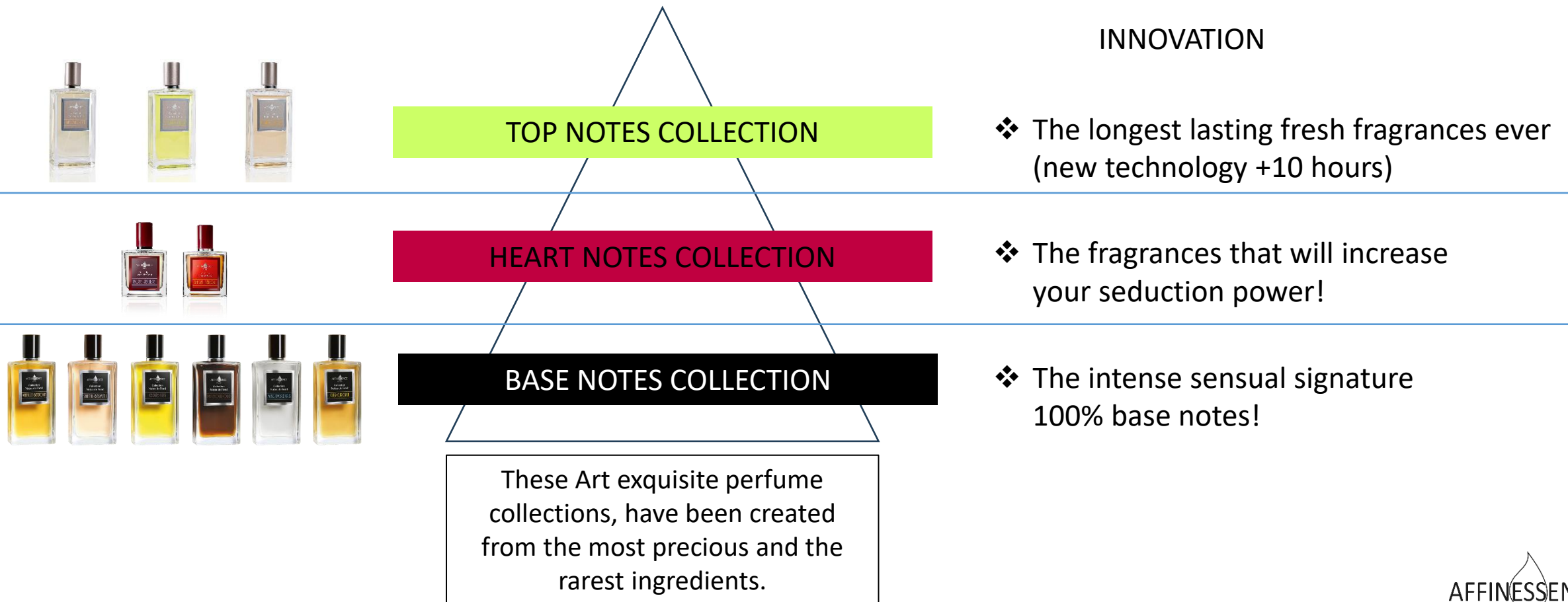
Sophie BRUNEAU

WE ARE DIFFERENT!



AFFINESSENCE - ALWAYS INNOVATIVE

Our perfumes are faceted but **TOTALLY LINEAR = NO EVOLUTION** OF THE FRAGRANCE DURING THE DAY



AFFINESSENCE - ALWAYS INNOVATIVE



COLLECTION NOTES DE TÊTE
TOP NOTES COLLECTION

TOP NOTES COLLECTION
FINALLY, PERFUMES THAT LAST ALL DAY LONG!



Collection Notes de Cœur
Heart Notes Collection

HEART NOTES COLLECTION
INCREASE YOUR POWER OF SEDUCTION



Collection Notes de fond
Base Notes Collection

BASE NOTES COLLECTION
UNIQUE: 100 % BASE NOTES AND
BEWITCHING TRAILS!

AFFINESSENCE
PARIS

3 COLLECTIONS



TOP NOTES
COLLECTION



HEART NOTES
COLLECTION



BASE NOTES
COLLECTION



COLLECTION NOTES DE FOND | BASE NOTES COLLECTION



BASE NOTES COLLECTION
UNIQUE: 100 % BASE NOTES AND
BEWITCHING TRAILS!

COLLECTION NOTES DE FOND | BASE NOTES COLLECTION

100 %
base notes!



Born out of the creator's passion for base notes, and launched end 2015, the Base Notes Collection has been created **exclusively from essences that are traditionally used as base notes.**

The quintessence of perfumery, these profound, powerful and long-lasting notes have been showcased as never before to produce genuine "sensual signatures", capable of stirring each of our senses, in addition to their breathtaking trail.

THE QUINTESSENCE OF PERFUMERY

Higher molecular weight – Base notes are the heaviest notes in a perfume. This gives them exceptional qualities: **intensity, extreme persistence, a particularly sensual warmth on the skin** (and on natural fabrics such as cashmere) and **incomparable trail**.

Beyond their physical and chemical qualities, base notes are those which **touch us most deeply**, because they resonate with our deepest egos.

If we find ourselves in **"affinescence"** with these notes, it's because they form a direct affinity with our senses:

Amber, vanilla, wood or animal, these warm, rounded notes are genuine **triggers for our emotions**. A divine presence on our skin, **comfortable** and **deeply reassuring**, they **resonate with all of our senses and all of our being**.

EXPRESSED BY THE GREATEST PERFUMERS

Best Noses - Each fragrance in the collection illustrates the art and the talent of a perfumer, showcasing **his favourite base ingredient**.

It was important for each perfumer to feel a total "creative affinity". This is why each one was **free to choose** the base ingredient which inspired him, which resonated with him, without any constraints, even financial: I even gave them an **unlimited budget!**

A NEW GENRE OF PERFUME

Creative – I wanted the perfumers to have the opportunity to create differently, away from the rules of the market where every perfume smells the same, and away from creations so timid that they no longer deserve the name. Away from the normal "benchmarks", from the "me too" perfumes and tests (to ensure that it pleases everyone, everywhere) which so often produce the lowest common denominators...

My only instructions: to create, in the most majestic and precious way possible, daring, "base-focused" and unique perfumes.

Luxurious – I wanted these perfumes to be luxurious thanks to their ingredients, but also by the way that they are written, how they are composed: fragrances which **don't throw a thousand scents around** like we see so often. I wanted purely beautiful perfumes, the result of a **selection of noble and rare** natural raw materials, **showcased with audacity**. Each one had to be imbued with a **precious alter ego** (such as benzoin for vanilla or agar wood for patchouli), and this **duo** had to be crowned with a halo of other, equally splendid ingredients.

Unprecedented – I wanted the perfumers to combine the ingredients in an unusual way. I wanted them to try **new approaches**, away from the diktats of conventional perfumes, leaving behind the traditional olfactory pyramids and the structures which hold up most of the perfumes on the market. By rejecting the classically developed constructions, they would **dare to "forget" the top-middle-base structure**, frustrate, overfill, **overdose**, and only retain the **fullest, most direct** and **characterful** perfumes.

Technique – For me, the trail is a crucial factor. I wanted **unforgettable trails**, ones that nobody makes anymore! Every perfume must be allowed to leave its signature, like the trail of a woman who passes you on the street, or the trace a man leaves in a room.

In addition to these unforgettable trails, I wanted these perfumes to **instantly** deliver their "base-focused" identity without remaining "crushed" onto the skin. For each one, we created the ideal **volume**, bringing them to a **crescendo...** until they **burst forth!**

This prowess is as much artistic as it is technical. It is reached by working **meticulously**, hand in hand with the perfumers, and by incorporating each ingredient **one after the other** in the **right quantity**.

EXCELLENCE PERFUMES

The result: **fragrances as art** which offer a genuine "**sensual signature**"

Multi-faceted, but above all **linear**,

With an **infallible persistence**

and with a **trail that stands apart from any other!**

Mesmerising, full and complete perfumes, with force and charisma, ...but still sensitive, even **ultra-sensitive**.

Carnal, with regressive notes (those notes hidden in your childhood or past memories, but which are still so familiar). Comfortable perfumes, rolled up into themselves, reassuring.

Comforting when you breathe them in, whether you bury your nose in cashmere or in a woman's hair.

Enveloping perfumes with real animal warmth, **that capture you and don't let go**.

Show-stopping perfumes, capable of provoking **strong emotions...** to share.

To be worn alone...

By showcasing the finest, most precious ingredients in base fragrances, AFFINESSENCE has created a new approach: "base perfumes". **Both elegant and identifiable**, these form a genuine personal signature.

Like luxury underwear, these perfumes can be worn **divinely on their own**, as exceptional perfumes. They produce a powerful effect, with extreme sensuality and an instantly **recognisable** trail.

... or with others!

These perfumes are divine on both your skin and your cashmere. They can also be worn **under your everyday perfume** to make it even more sensual, for a brand new fragrance! You can create your own signature perfume... a truly unique, bespoke fragrance, just for you!

(Layering best practices, to be given during the "training session").

COLLECTION NOTES DE FOND | BASE NOTES COLLECTION

A marriage of 2 precious ingredients, the « pillars » of the fragrance.

VANILLA-BENZOIN



SANDALWOOD-BASMATI



AWARDED
IN CHINA

CEDAR-IRIS



COLLECTION NOTES DE FOND | BASE NOTES COLLECTION

A marriage of 2 precious ingredients, the « pillars » of the fragrance.



VANILLA-BENZOÏN

To showcase this exceptional marriage, AFFINESSENCE has combined two types of VANILLA (Madagascan Vanilla Absolute, intensely fragranced with leather overtones and the sweet scent of Tahitian Vanilla Absolute) and blended them with an exquisite alter ego: Siamese BENZOÏN, a fragrant Resin originating in Laos, highly valued for its balsamic and almond notes.

As Ambroxan, enfolded in Tonka Bean and Moroccan and Chinese Cedar, exudes its carnal notes, the Benzoin transcends the Vanilla with its intoxicating scent as if to better diffuse its spellbinding trail.

Perfumer Corinne CACHEN
& Sophie BRUNEAU



SANDALWOOD-BASMATI

Of the diverse qualities of SANDALWOOD, “Sandalwood Album” Essence remains both the most wonderful and the rarest. AFFINESSENCE has combined its infinitely sensual, carnal, milky notes with BASMATI, one of the most fragrant varieties of rice in the world.

Bold and exquisite, this close-knit duo is entwined in a lacy layer of Patchouli, Iris and Cashmeran, forming a bewitching perfume that leaves an addictive, classy trail.

Perfumer Alexandra CARLIN
& Sophie BRUNEAU



CEDAR-IRIS

AFFINESSENCE has selected three Natural Essences of CEDAR (Moroccan Atlas, Texas and Virginia) and blended them with precision to enhance the vibrancy of the most precious and refined Natural ingredient: Pallida IRIS or Florentine Iris Absolute.

A drop of Benzoin and a dash of Myrrh mellow and soften this woody-powdery base with their tender caress, while Gaiac Wood, bolstered by Incense, turns its natural restlessness into an almost electric energy. This is a fragrance that will stir the senses to their very depths with its breathtaking fusion of sophisticated, intensely lingering scent and Musky sensitivity.

Perfumer Nicolas BONNEVILLE
& Sophie BRUNEAU

COLLECTION NOTES DE FOND | BASE NOTES COLLECTION

A marriage of 2 precious ingredients, the « pillars » of the fragrance.

PATCHOULI-AGAR WOOD



MUSK-AMBERGRIS



LEATHER-TURMERIC



AWARDED
IN UAE

COLLECTION NOTES DE FOND | BASE NOTES COLLECTION

A marriage of 2 precious ingredients, the « pillars » of the fragrance.



PATCHOULI-AGAR WOOD

Nestled at the heart of Indonesia and considered unaffordable in today's perfumery, Natural AGAR WOOD is a veritable treasure in the world of art perfumery. AFFINESSENCE has chosen to combine this with a magnificent Essence of PATCHOULI, enabling new facets of its famed scent to burst forth.

Enhanced by a dazzling myriad of Natural Ingredients (Vetiver from Java, Cistus and Labdanum, Elemi and Incense, Gaiac Wood and Tree Moss), this duo explodes on the senses, while the revisited Patchouli develops a luxurious trailing scent.

Perfumer Nicolas BONNEVILLE
& Sophie BRUNEAU



MUSK-AMBERGRIS

Known for its distinctive scent, AMBERGRIS is even more precious when "aged" as its qualities are enhanced after floating for years under the sun of the Pacific Ocean. AFFINESSENCE has chosen the exceptional quality of this scent, using it generously enough to express its powers of irresistible attraction.

While AMBERGRIS diffuses an animal warmth and a mineral freshness, a burst of Black Musk and White Truffle accentuate the "hot and cold" effect, creating a tingling sensation.

Yerba Mate, Patchouli and Vetiver from Haiti highlight the exuberant scent of this striking perfume that you'll want to breathe in until overdose.

Perfumer Henri BERGIA
& Sophie BRUNEAU



LEATHER-TURMERIC

A first in perfumery and originating from Kerala, TURMERIC has been used for the first time in a perfume by AFFINESSENCE.

A milky note enhances the precious turmeric root, causing an explosion of the delicious spicy aromas of "Turmeric Latte", a beverage that has been drunk for thousands of years in India and also known as Golden Milk.

While Myrrh, Sandalwood and Patchouli offer their distinctive scents, a wonderful note of full-grain LEATHER takes over the composition, imposing its powerful animal character.

Delicious luxury and sultry sensuality compete with one another in this addictive bouquet with its bold scent.

Perfumer Alexandra CARLIN
& Sophie BRUNEAU



100 ml « LUXURIOUS PRESENTATION » with COFFRET



Our « signature » product.

100 ml « LUXURIOUS PRESENTATION » with COFFRET

BLACK-LACQUERED LUXURIOUS WOOD COFFRET

High-gloss « PIANO » finition,
Traditional Chinese artisanal lacquer technic with multi layers
Magnetic closure (3 hidden magnets)
Lacquered inside so you can keep the box.



ART DECO design... « l'élégance à la Française »!



A sleek design with
ART DECO touch,
in a highly refined geometric
presentation, ensuring that the
fragrance is the star of the show.

QUALITY

100ml natural spray
bottle in thick glass,
with a metallic plate.

A personalised **HEAVY**
ZAMAC CAP
Engraved with AFFINESSENCE
logo.



The Cashmere Pouch Attractiveness!

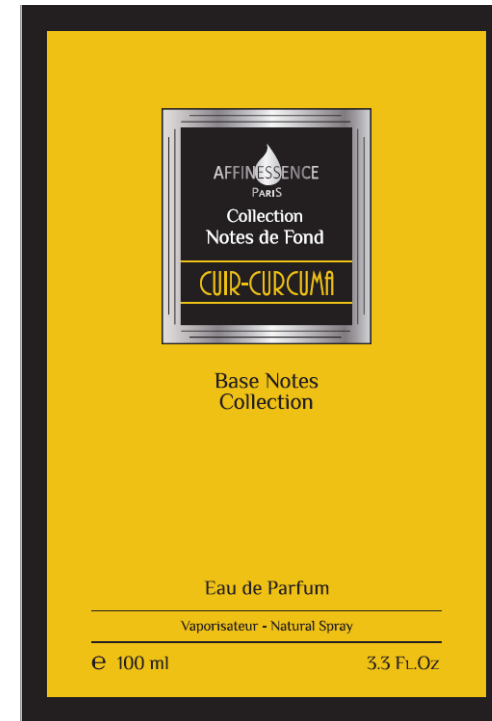


LUXURY AND ORIGINALITY

A precious genuine Cashmere pouch,
to perfume and slide into your handbag so you can inhale your
fragrance every time you open it! Like a "perfumed comforter", this
reassuring accessory is perfect for men too, to protect their most
exquisite watches!

Highly memorable and **so attractive**, it has already become **the**
symbol of AFFINESSENCE!

100 ml Luxurious Presentation - outerboxes



Cardboard Outerbox

with matte nude shades to contrast with the intense ultra-shiny black.
Cellophane-wrapped.

100 ml « DAILY PRESENTATION »



Additional line

Same 100 ml product
More affordable presentation
(without wood coffret)

Same heavy engraved zamac cap, metal facing plate, thick glass bottle, precious black coffret cardboard box with protective black foam, outer cardboard sleeve marrying matte nude colors & glossy black, cellophane.

100 ml « DAILY PRESENTATION »



The « DAILY 100 ml » line
Same 6 BASE NOTES COLLECTION fragrances

VANILLE-BENJOIN, SANTAL-BASMATI,
CEDRE-IRIS, PATCHOULI-LOUD,
MUSC-AMBRE GRIS, CUIR-CURCUMA



50 ml

Ultra qualitative Presentation

Same heavy engraved zamac cap, metal facing plate, thick glass bottle, original protective intense black foam, matte & and glossy outer box, cellophane.

Same 6 fragrances

VANILLE-BENJOIN,
SANTAL-BASMATI,
CEDRE-IRIS,
PATCHOULI-OD,
MUSC-AMBRE GRIS,
CUIR-CURCUMA.



Affordable price

Lower retail price than Creed Aventus;
we doubled our sales in 3 months thanks to this offer!

Strategic positioning offer

- ✓ To enlarge our distribution
In existing countries
reaching a wider range of consumers
- ✓ To enlarge our distribution
In new targeted countries
& countries used to small content
- ✓ To enable more consumers to discover our
unanimously acclaimed fragrances

DISCOVERY SET – dedicated to online shops



Base Notes Collection Discovery Set,
Eau de parfum, 6 x 2 ml natural spray samples
(total 12ml):

1 VANILLA-BENZOÏN, 1 SANDALWOOD-BASMATI, 1 CEDAR-IRIS, 1
PATCHOULI-AGAR WOOD, 1 MUSK-AMBERGRIS, 1 LEATHER-
TURMERIC.

Elegant presentation in a cardboard box with drawer, matte black and silver decoration. It contains a booklet explaining our concept and describing our 6 fragrances and their exceptional essences. Ideal to discover our perfumes.

RRP: 55,00 €

PRICE POSITIONING

100 ml

6 BASE NOTES fragrances

« **Luxurious Presentation** »
Lacquered Wood Coffret
and Pure Cashmere Pouch



RRP: 379 €

- ✓ Frederic Malle The Night Oud 1 300€, the moon 650 €;
- ✓ Tiziana Terenzi Assolutto 810 €;
- ✓ Alexandre J Liyoli.. 695 €
- ✓ Bodicea Sadu 680 € Amouage library coll opus 1, 2.. 521 €
- ✓ Clive Christian C woody leather 517 €
- ✓ Le Monarque V 495 €
- ✓ Storie Veneziane Zafferano 490 €

100 ml

6 BASE NOTES fragrances
3 TOP NOTES fragrances

« **Daily Presentation** »



RRP: 279,00 €

- ✓ Alexandre J Art Nouveau 370 €
- ✓ Amouage Woman Gold 341 €
- ✓ Tiziana Terenzi coll luna colors 315 €
- ✓ Guerlain Jasmin bonheur 310 €
- ✓ F. Malle Portrait of a Lady 305 €
- ✓ Mizensir golden oud 310 €; Tom Ford Vanille fatale 316 €

50 ml

6 BASE NOTES fragrances



RRP: 179,00 €

- ✓ Frederic Malle the night oud 765 €
- ✓ Frederic Malle the moon 450 €
- ✓ Byredo vanille antique parf 255 €
- ✓ Tom Ford Vanille fatale 232 €
- ✓ F. Malle Portrait of a Lady 215 €
- ✓ Creed Aventus 190 €

COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION



TOP NOTES COLLECTION
FINALLY, PERFUMES THAT LAST ALL DAY LONG!

COLLECTION NOTES DE TETE | TOP NOTES COLLECTION

Disrupting the codes of luxury once again,

and working hand in hand with perfumers,

AFFINESSENCE has succeeded in uniting what tradition has opposed:

FRESH and flamboyant notes, with the qualities that are the hallmark of the company's success: INTENSITY, LONG-LASTING and EXCEPTIONAL TRAILS.



The Reason Why of this new collection?

Sophie BRUNEAU, the creator of AFFINESSENCE, explains: "I have always been committed to satisfying consumers. In my 30-year career, I have always found "colognes" and fresh eaux de toilette pleasant, but despite all the promises, they have always caused consumers a certain amount of frustration: they lack intensity, and trail of course, but above all they lack long lasting persistence. Indeed, as fresh notes are the most volatile, they fade very quickly, and either the perfume is noticeably transformed olfactively, losing its identity and freshness, or it simply disappears, leaving the consumer disappointed and frustrated! It has always been a "challenge" in perfumery to create fragrances that are "fresh but long persistent"! A real expectation of consumers, as for myself... never satisfied until now!"

Working for several years on this subject, hand in hand with perfumers, Sophie BRUNEAU, has managed to create once again a REVOLUTION in the field of perfumery!

How did we create these perfumes?

- 1) Create desire = IDENTITY
- 2) Magnify = RICHNESS AND FINISH, LUXURY!
- 3) Innovate = TECHNIQUE AND RESEARCH for intensity, long lasting and trail.

RESULT: 3 "DIAMONDS OF FRESHNESS" ... a REVOLUTION in the world of perfumery!

COLLECTION NOTES DE TETE | TOP NOTES COLLECTION



Creating desire = IDENTITY

First of all, we started by creating the IDENTITY of each of these 3 fragrances:

As is customary at AFFINESSENCE, we initially created DUOS using very beautiful materials, extremely expensive essences, or very original notes never before offered in perfumery. At AFFINESSENCE, the first contact with the perfume should not be an "introduction"; the perfume should immediately reveal its identity, and this identity should be irresistible.

This is how a Ginger Iced Milk, a Combava (or Kaffir Lime) married with a magnificent Calabrian Cedar, and a Bergamot intertwined with surprising plant roots were born!

Magnify = RICHNESS AND FINISH, LUXURY

We then added several notes to enrich them and make them shine like DIAMONDS, Thus, Peruvian Pink Berries, Tea and Mate, Cardamom and Blackcurrant Buds,

Mexican lime and crushed mint leaves, or Brazilian sweet orange awakened by a raw carrot that you crunch!

COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION

Innovation = TECHNIQUE & RESEARCH for long lasting, intensity & trail

What was the solution to extend the freshness and identity of our new fragrances?

Just like when we created our first collection (the Base Notes Collection), we tried to think out of the box. To bring a real progress in quality. Once again we decided to break the codes: to get out of the usual pyramid structure of fresh perfumes, to reinvent it. This is how we created highly innovative FRESH STRUCTURES. Revolutionary, they allow the fresh identity of our fragrances to last for hours.

Technical explanation:

Each natural essence is composed of different molecules, and perfumers have now "cutting" technologies that allow them to separate these molecules to retain only the part they want. For AFFINESSENCE Top Notes Collection, after many tests and evaluations, we first selected essences with only one criterion: their qualities of structure, stability and persistence. Of course, these were essences traditionally used as base notes, such as woods, musks or even patchouli. But this time, these materials were used solely for technical reasons. Not for their smell. The perfumers managed to "cut them up", retaining only the FRESH PART that interested us. It is almost as if they have made them "invisible" in smell, while preserving their qualities (intensity, hold, trail). Skillfully dosed and choreographed, these notes have brought exceptional qualities of intensity, long lasting and trail to our collection of fresh perfumes. These are the "frozen musks", "icy woods" and "young patchouli leaves" that you will find in the olfactory descriptions. Far from the usual dark and earthy patchouli, animal musk or warm woody notes, you will only smell the fresh, cold or icy parts of these materials. This is completely unprecedented.



Result = we created 3 "DIAMONDS OF FRESHNESS" ... a REVOLUTION in the world of perfumery!

We have thus obtained "DIAMONDS OF FRESHNESS". Not only do these perfumes last on the skin for more than 8 hours, and even longer on clothes, which is new for fresh perfumes, but above all they keep their olfactory identity during all this time. Their smell does not change.

Just as diamonds reflect light, our freshness diamonds sparkle and shine with their fresh notes all day long until the evening. It's unparalleled, never before done in perfumery, and that's why we call it a revolution.

"Treat yourself to the wonderful essences of the Top Notes Collection, choreographed in a new way, and enjoy the unique experience of freshness and luxury combined".

COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION

GINGEMBRE-LATTE



COMBAVA-CEDRAT



BERGAMOTE-RACINES



COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION

GINGER-LATTE



Intense Fresh Essences

Created by Alexandra CARLIN & Sophie BRUNEAU

Dive into the refreshing delights of this Madagascar Ginger Ice Milk, a dazzling face-off, zesty with Lemongrass-Verbena (or Madagascar Red Lemongrass).

Illuminated with Peruvian Pink Pepper, an Iced Green Tea and Brazilian Mate couple become one, while Blackcurrant Buds and Baby Patchouli Leaves endlessly prolong the intoxicating, gourmand freshness of this fragrance.



COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION

COMBAVA-CEDRAT



Intense Fresh Essences

Created by Nicolas BONNEVILLE & Sophie BRUNEAU

To the sparkling thrill of the Calabrian Cedrat, AFFINESSENCE has added the originality of Combava (or Kaffir Lime), a small green citrus fruit with a powerful fragrance, native from Indonesia.

While Mint and Mexican Lime add their energizing essences to this radiant shades, intense Cold Woods spiked with Cardamom increase its stimulating sillage tenfold.



COLLECTION NOTES DE TETE - PACKAGING

BERGAMOT-ROOTS



Intense Fresh Essences

Created by Fabrice PELLEGRIN & Sophie BRUNEAU

At the beginning there was the Calabrian Bergamot. Sumptuous. Then came the turn of the sparkling Italian Lemon and the Brazilian Sweet Orange. To structure and give body to this tangy Frozen Musks sorbet, AFFINESSENCE has created an original plant lace, made from Fresh Fibres and Roots.

Among these intertwined essences seek the invigorating one of Ginger (Nigeria), the surprising one of Raw Carrot, crunchy and slightly sweet, and the distinguished of Vetiver from Java.

And then revel in the elegance of their fascinating trail.



COLLECTION NOTES DE TÊTE | TOP NOTES COLLECTION



Eau de Parfum – 100 ml Natural Spray

Thick glass bottle, with « verre rebrulé » finish (= ultra glossy finish obtained firing the bottle a second time), decorated with a metal plate, with an "Art Deco" design;
Heavy ZAMAC cap, engraved with AFFINESSENCE logo;
Presented in a thick pearlescent beige cardboard box (FSC quality), decorated with a shiny silver hot stamping logo;
removable white recyclable foam;
outer sleeve pearlescent beige and ivory for the GINGER-LATTE, luminous tangy green for the COMBAVA-CEDRAT and yellow-orange for the BERGAMOTE-RACINES, with shiny silver hot stamping (FSC quality);
Cellophane.



COLLECTION NOTES DE TETE – RETAIL PRICE

Eau de Parfum – 100 ml Natural Spray

RRP : 279,00 € all taxes included

Eau de Parfum – 100 ml Natural Spray – TESTEUR

Not for sale

Eau de Parfum – 2 ml Natural Spray – SAMPLE WITH CARD

Not for sale



COLLECTION NOTES DE TÊTE - VISUALS

Windows, Light box, ...

Let us know your needs, and we'll send
you « ready to print » files within 24h.



COLLECTION NOTES DE TETE – PRODUCT VISUALS



COLLECTION NOTES DE TETE - NOSES



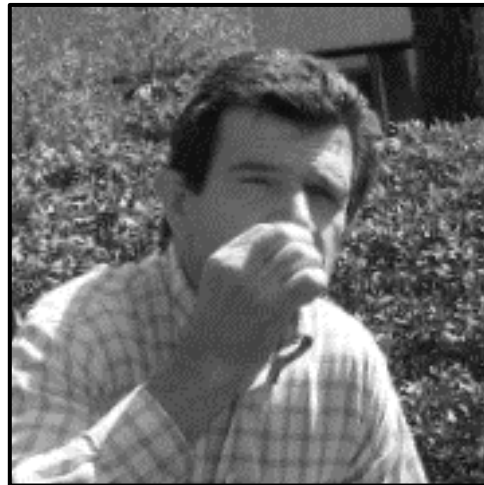
Fabrice PELLEGRIN,
Perfumer at FIRMENICH, carries Grasse in his blood. Son of a perfumer, he is also in charge of developing natural products for FIRMENICH. He has created perfumes for L'OCCITANE, DIPTYQUE, ESTEBAN, but also the famous Womanity by THIERRY MUGLER or Scandal by JEAN-PAUL GAULTIER. Sophie BRUNEAU, the designer, was first attracted by his experience with brands that are very much rooted in naturalness, and during the development, she was dazzled by his richness coupled with humility, and the elegance of his creations, which are like "evidences" and masterful.

BERGAMOTE-RACINES



VANILLE-BENJOIN

Corinne CACHEN She created numerous MERCHANT OF VENICE perfumes, EVODY.. With a pastry chef grandfather, she's excellent in Gourmand Notes.



MUSC-AMBRE GRIS

Henri BERGIA Grandson of Grasse harvesters, (creations UNGARO, DALI, ANNAYAKE...) this "son of Grasse" supplied an incredible natural AMBER GRIS and created for us the shortest formula of his career!



Alexandra CARLIN,
Perfumer at SYMRISE, is fascinated by words and their emotional charge. Touching the hearts of others, as close to nature as possible, is her vocation. Very involved in niche perfumery, Alexandra has created for the brands AMOUAGE, BDK, J.U.S., DIPTYQUE, but also for MAISON MARGIELA, L'ATELIER GIVENCHY, DAVIDOFF, FERRAGAMO... Sophie BRUNEAU, shares her original sources of inspiration, be it in food or the richness of India (they have already created together SANTAL-BASMATI and CUIR-CURCUMA), and appreciates her sensitivity and the refinement of her creations.

SANTAL-BASMATI
CUIR-CURCUMA

GINGEMBRE-LATTE



Nicolas BONNEVILLE,
Perfumer at FIRMENICH, and trained by Francis KURKDJIAN, is a lover of natural raw materials, to the point of fixing his holidays and travels on the geographical origin and the harvesting calendar of his favorite essences! Nicolas has notably created for ACQUA DI PARMA, JO MALONE or GIVENCHY. Sophie BRUNEAU, the designer, loves his enthusiasm and freedom (together they have already created CEDRE-IRIS and PATCHOULI-LOUD by breaking the codes), and his perfect understanding of the brand. His imagination and rigour too.

CEDRE-IRIS
PATCHOULI-LOUD

COMBAVA-CEDRAT

COLLECTION NOTES DE TETE – SELLING TOOLS

Testers



Dummy (empty bottle with cap and cashmere pouch)



Dummy Deluxe
Coffret,
mandatory in each
shop



Samples
(Individual 2 ml
Natural Sprays)



Maxi
Pouch
Blotters
12,5 cm



Tripple Blotter
Clips (order 2 for 6
fragrances
presentation)



«sur
mesure»
Windows
and Visuals



Mini Tote Bag
Black Cotton
L22 x H27cm
Adapted for 1 100 ml
wood coffret



GWP Satin
Bracelets



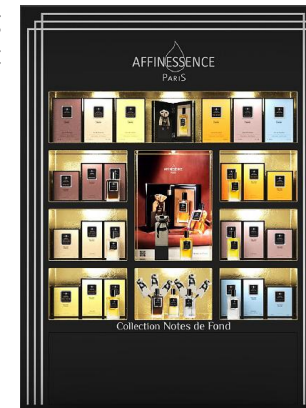
GWP
Cashmere
Pouch



Black Velvet
and
Lacquered
Wood
Display with
mirror and
Dummy with
Cashmere
L45 cm x W31
cm x H26 cm



Merchandising
Concept
on demand



COLLECTION NOTES DE CŒUR | HEART NOTES COLLECTION



AFFINESSENCE
PARIS

AFFINESSENCE
PARIS
Collection
Notes de Cœur
SANTAL-MÉROU

AFFINESSENCE
PARIS
Collection
Notes de Cœur
VANILLE

AUGMENTEZ VOTRE POUVOIR DE SÉDUCTION
INCREASE YOUR POWER OF SEDUCTION

Collection Notes de Cœur
Heart Notes Collection

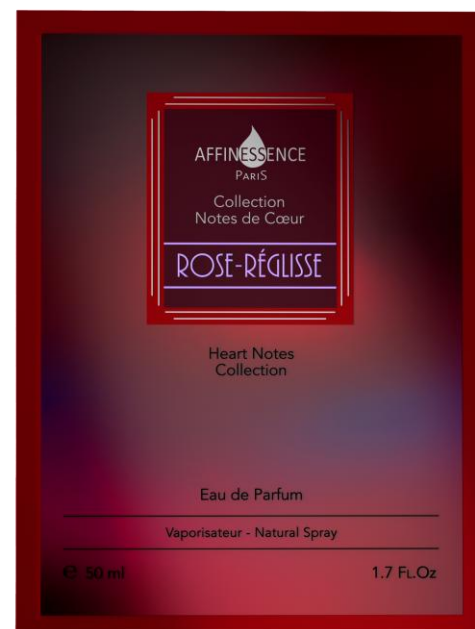
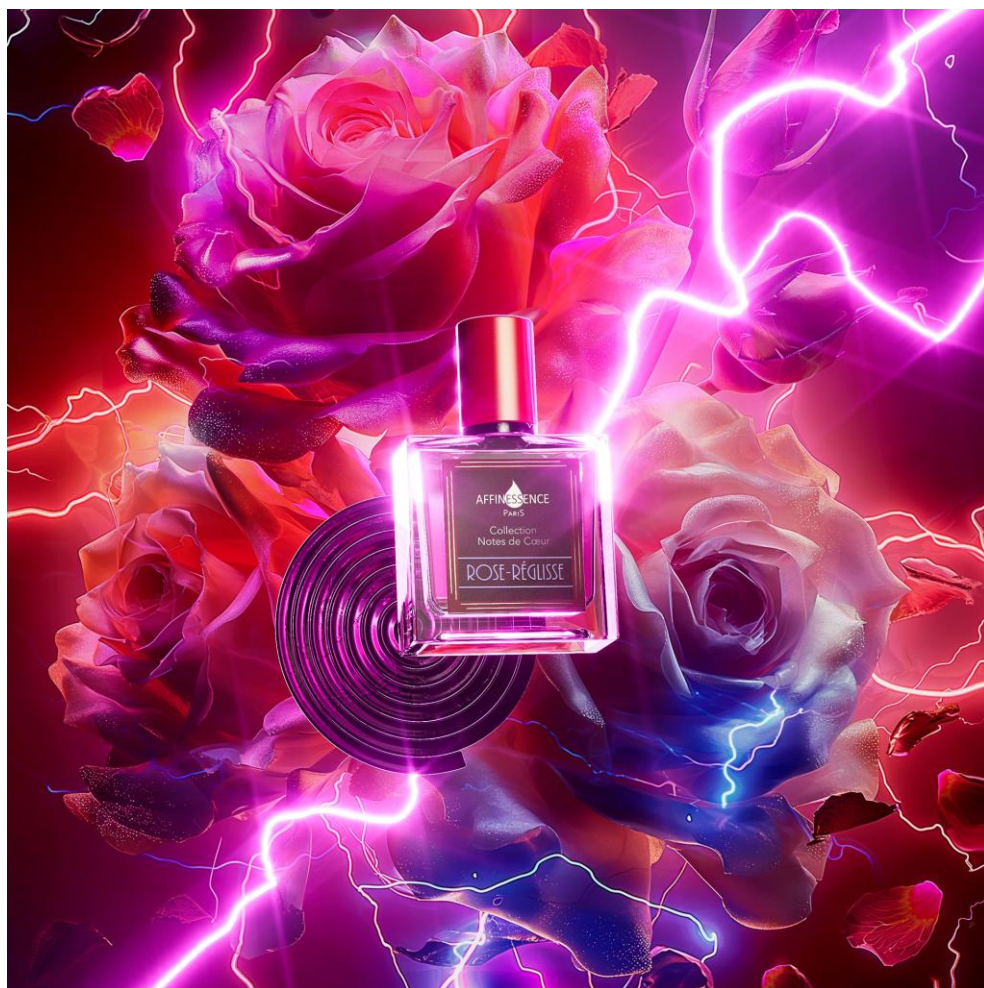
HEART NOTES COLLECTION
INCREASE YOUR POWER OF SEDUCTION



Heart Notes Collection

2 NEW PERFUMES

ROSE-REGLISSE | ROSE-LIQUORICE





Heart Notes Collection

2 NEW PERFUMES

SAFRAN-NÉROLI | SAFFRON-NÉROLI





Heart Notes Collection

AFFINESSENCE – ALWAYS INNOVATIVE

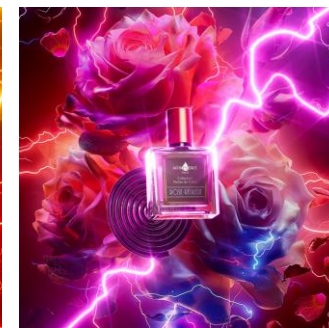
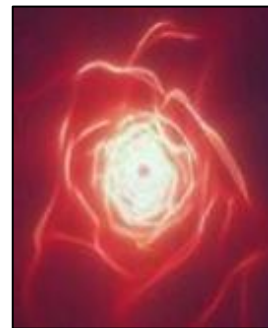
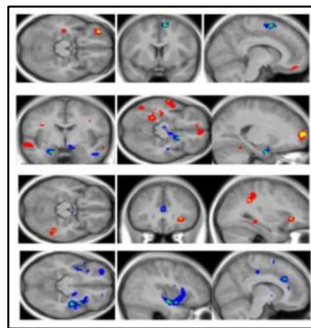
CONCEPT

Plunge into the heart of Flowers and Fruits, and their power of seduction!

Always innovative in the Art of Perfume, AFFINESSENCE has included an "attractive heart" in this unprecedented fragrance, to stimulate your sensuality and

increase your power of seduction!

Scientifically proven benefit.





Heart Notes Collection

AFFINESSENCE – ALWAYS INNOVATIVE



ROSE-REGLISSE | ROSE-LIQUORICE
stimulate your sensuality
& **increase your power of seduction!**

ROSE-REGLISSE




**EMOTIBOOST™**


Boost your fragrance
Global and Regional EmotiBoost™ accords are designed to elicit the desired emotions.
With 100% biodegradable, Hypoallergenic and Clean Label Options

RANGE

ENERGY REFRESHED CLEAN HEALTHY
HAPPINESS WELL-BEING JOY
SOOTHING PEACEFULNESS SLEEP DESTRESS RELAXED
PROTECT COMFORT SAFETY PAMPERED INDULGENCE
BELONGING
SENSUALITY
FOCUS CONFIDENCE MINDFUL

**FIRMENICH**


**EMOTIBOOST™**

**EmotiBoost™**
Accords designed to elicit the desired emotion, validated by exclusive Neurohm testing

NEUROSCIENTIFICALLY VALIDATED

RATIONAL OPINION
% Association
EXPLICIT MEASURES
RATIONAL OPINION
VERBALIZATION

+

EMOTIONAL CERTAINTY
Emotional Certainty (score 1-9)
IMPLICIT MEASURES
EMOTIONAL CERTAINTY
REACTION TIME

Global & Regional Drop In Accords

Patented Testing Method by Neurohm

Exclusive to Firmenich

Biodegradable, Clean label and hypoallergenic accords included

Certification provided



Heart Notes Collection

AFFINESSENCE – ALWAYS INNOVATIVE



ROSE-REGLISSE | ROSE-LIQUORICE
stimulate your sensuality
& **increase your power of seduction!**

ROSE-REGLISSE

BOOSTER - SENSUALITY FEELINGS

FIRMENICH CERTIFICATE AVAILABLE

Scientifically proven benefit.
FIRMENICH TECHNOLOGY

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dsm-firmenich

CLAIMS SUPPORT CERTIFICATE

We hereby certify that;

→ ROSA REGINA REGLISSE 624501 460F

contains EmotiBoost® Brazil Sensual booster 284639, a fragrance design technology accord tested for a patented test reaction time method in Brazil, by 100 consumers in 2020, and is referred to as DSM-Firmenich EmotiBoost®. This accord is associated with sensuality feelings by 79% of consumers with high certainty.

contains a fragrance design technology that elicits feelings of well-being, tested for brain activity using an fMRI methodology and is referred to as dsm-firmenich EmotiWaves®.

Thomas DE CASTRO
Innovation Business Development Analyst

Decalqued by
Thomas DE CASTRO
1044157/20240101

12 January 2024 | 5:31:48 PM CET

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FIRMENICH UK Ltd.
4 Hayes Road, Southall, UB2 5LZ, United Kingdom
Tel: +44 208 843 6111
www.dsm-firmenich.com




Heart Notes Collection

AFFINESSENCE – ALWAYS INNOVATIVE



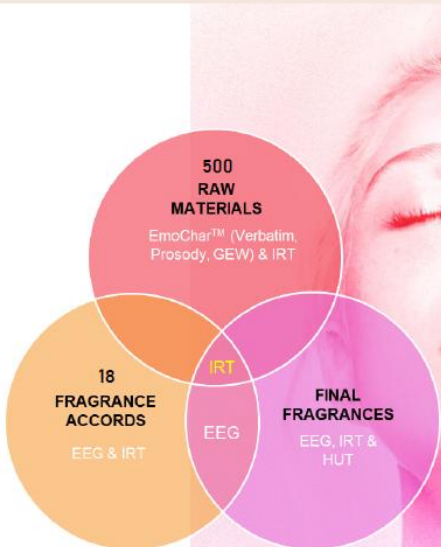
SAFRAN-NEROLI | SAFFRON-NEROLI
stimulate your sensuality
& **increase your power of seduction!**

 **ACTIMOOD®**
Patented end-to-end program for certified mood activating scents

SYMRISE 1

- + 9 mood benefits
- + 900 Respondents across US, FR, BR, CN, IN, DE
- + 3-dimensional methodology (biometric, psychometric & neurometric)
- + Certified by Neuroclinical center and academic partners
Polytechnic Singapore, Université de Tours, Cosmeto Scent, Spin control, Emospin.

Relaxation – energy – self-confidence – freshness – joy –
sensuality – attraction – protection - wellbeing



ACTIMOOD®
MOOD ACTIVATING SCENTS



Dull
Uninteresting
Withdrawn



NEURO-SCIENTIFICALLY PROVEN*
ATTRACTIVE SCENT THAT
HIGHLIGHTS YOUR
CHARISMA AND LETS YOUR
AURA FLOW

ATTRACTION

*Based on 900 respondents to deliver specific mood benefits as per our methodology. **ACTIMOOD®**



Heart Notes Collection

AFFINESSENCE – ALWAYS INNOVATIVE



SAFRAN-NEROLI | SAFFRON-NEROLI
stimulate your sensuality
& **increase your power of seduction!**

SYMRISE CERTIFICATE AVAILABLE

Scientifically proven benefit.
SYMRISE TECHNOLOGY

SAFRAN-NEROLI

ATTRACTIVE PROPERTIES

*always
inspiring more ...*

symrise 

Symrise AG · Muehlenfeldstrasse 1 · 37003 Holzminden · Germany

Page 1/1

INFORMATION

Supplier: Symrise AG

Product: NEROLI IKARAK CS 135145

We herewith inform that the above-mentioned fragrance contains 29% of raw materials which confirm

ATTRACTIVE properties

as tested within the framework of our proprietary Neuroscience protocol through Actimood® Technology.

These suggestions and data are based on information we believe to be reliable. They are offered in good faith, but without guarantee, as conditions and methods of use of our products are beyond our control. Symrise makes no warranties, either expressed or implied, as to the accuracy or appropriateness of this data. Symrise expressly disclaims any implied warranty of fitness for a particular use. We recommend that prospective users determine for themselves the suitability of Symrise materials and suggestions for any use prior to their adoption. We also recommend that prospective users, as required, obtain approval from appropriate regulatory authorities. Suggestions for uses of our products or the inclusion of descriptive material from patents and the citation of specific patents in this publication should not be understood as recommending the use of our products in violation of any patent or as a permission or licence to use any patent of Symrise.

Symrise AG

Clichy, 18/12/2023



Céline Carrasco-Douroux
Applied Research EAME Director
Scent & Care

Registered Office Holzminden
District Court of Hildesheim HRB 200436
VAT-Reg.-No. DE813008474

Executive Board
Dr. Heinz-Juergen Bertram,
Olaf Klinger, Dr. Jean-Yves Parisot

Chairman
of the Supervisory Board
Michael König

Symrise AG
Muehlenfeldstrasse 1
37003 Holzminden · Germany

Tel +49 5531 90-0
Fax +49 5531 90-1049
www.symrise.com

AFFINESSENCE
PARIS



Heart Notes Collection

OLFACTORY FAMILY

HEART NOTES = FLORAL FAMILY

- Floral family is the 1st MARKET worldwide
- Both are FOR MEN & WOMEN
- We cover the 2 main floral categories

Rose flowers



OLFACTORY FAMILY:
FLORAL ROSE - GOURMAND

White flowers



OLFACTORY FAMILY:
ORIENTAL - WHITE FLOWER



Heart Notes Collection

ROSE-REGLISSE | ROSE-LIQUORICE

DESCRIPTION

Imagine the ROSE DE GRASSE, proud and noble, wrapped in the attractive and original scents of LIQUORICE essence. With a hint of Anise (Badiane essence) and nuances of Violet-Lychee, its trail, fragrant with Magnolia essence, becomes irresistible.





Heart Notes Collection

ROSE-REGLISSE | ROSE-LIQUORICE

THE NOSE

Nathalie LORSON

Master Perfumer at FIRMENICH - Paris

Nathalie always says that she works above all to touch people's hearts, to provoke emotions. Sophie BRUNEAU, the creator of AFFINESSENCE, tells us: "Eclectic, she can create the blockbuster Black Opium as well as the latest must in niche perfumery!"

Nathalie works like a goldsmith with flowers. She has incredible expertise. She says Rose is my Eden! When I launched my AFFINESSENCE brand, I knew there would be floral notes in my Heart Notes Collection. And I knew there would be a Rose of course! We said we'd create one together when the time came!

I wanted to "renew the rose genre" and make it "no gender"! I loved the way she listened to me and worked hand in hand with me to create this original, love at first sight fragrance.





Heart Notes Collection

SAFRAN-NEROLI | SAFFRON-NEROLI

DESCRIPTION

Shadow and light. A "Karak" black tea, dark and rich with SAFFRON, the rarest of spices. Alongside the most narcotic of white flowers, NEROLI, the mythical essence, queen of Egypt.

Honey-Davana and Ylang Ylang bring the warmth of their fruity-gourmand essences to this encounter. Opposites attract and charm works, making this intense union a rare moment of luxury and seduction.



OLFACTORY FAMILY:
ORIENTAL - WHITE FLOWER

AFFINESSENCE
PARIS



Heart Notes Collection

SAFRAN-NEROLI | SAFFRON-NEROLI

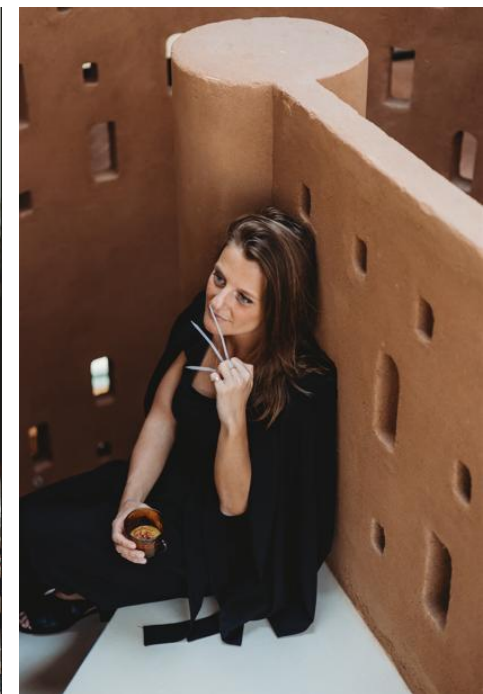
THE NOSE

Margherita CARINI

Perfumer at SYMRISE - Dubaï

Born and raised in Italy, Margherita started to develop a curiosity for scents from her anosmic father who always pushed her to describe the world he couldn't smell. Sophie BRUNEAU, the creator of AFFINESSENCE, tells us:

"I was immediately seduced by this different, multi-cultural profile. Margherita is truly sunny, open, curious and passionate. As an Italian based in Dubai, she embodies the young, modern values of mixing cultures that I was looking for in this fragrance. Her appetite for natural raw materials, her knowledge of local traditions and her openness did the rest. It was Margherita who came up with the original idea of Karak Tea, rich in a thousand flavors, including Saffron, the most expensive spice in the world".





Heart Notes Collection

PACKAGING

BOTTLE & CAP



- ❖ 50 ml squared bottle
- ❖ metal thick plate on the facing
- ❖ zamac red cap



- ❖ NEW bottle
ENGRAVED on the back



- ❖ 50 ml squared bottle
- ❖ metal thick plate on the facing
- ❖ zamac red cap



Heart Notes Collection

PACKAGING

ROSE-REGLISSE – RED BOX & SLEEVE



- ❖ Cardboard Coffret (FSC), silver hot stamping, recyclable foam.



- ❖ Outer sleeve (FSC), glossy finish; cellophane.



Heart Notes Collection

PACKAGING

SAFRAN-NÉROLI – RED BOX & SLEEVE



- ❖ Cardboard Coffret (FSC), silver hot stamping, recyclable foam.



- ❖ Outer sleeve (FSC) glossy finish, cellophane.



Heart Notes Collection

MODERN AND COLOURED ON THE SHELVES





Heart Notes Collection

PRICE & POSM

RETAIL PRESENTATION

- ❖ 50 ml natural spray
- Red Cardboard Coffret
- Outer Sleeve
- Cellophane
- RRP: 149,00 €



RRP

149,00 €

ACCESSIBLE price

<150 €

to TARGET a larger audience
& younger customers

POSM

- ❖ 100 ml **tester** natural spray
- ❖ 2 ml spray **sample**



GWP

- ❖ Satin **foulard**
- Ideal to discover the perfume:
wrist, hand bag, jacket pocket, ...
- Individual packaging.
- Purchase price: 2,50 €



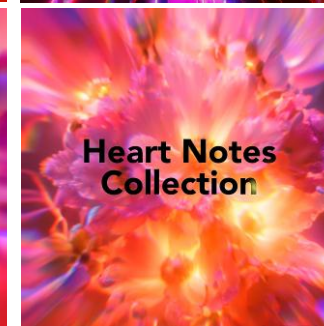
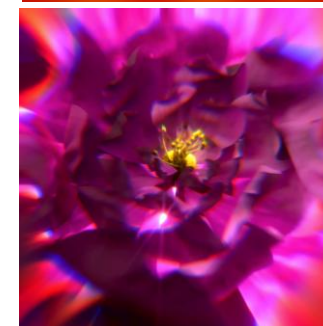
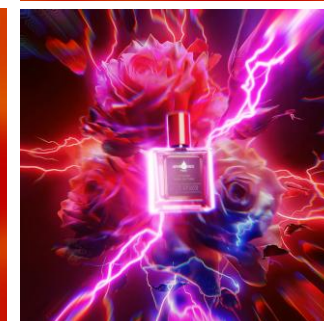
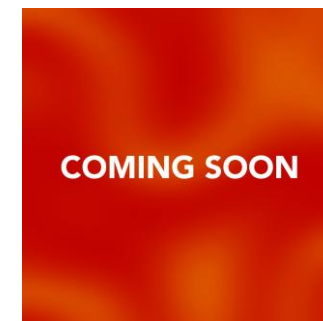


Heart Notes Collection

COMMUNICATION

Communication campaign has already started!

- ❖ **AVAILABLE IN YOUR GOOGLE DRIVE LINK « communication to share »**
- ❖ **TEASINGS** from MID-JULY: use them to raise your customer's interest!
- ❖ **NEW COMMUNICATION VISUALS:** for press, windows, banners, light boxes, ... ask for your « sur mesure » layout.
- ❖ **PACKSHOTS:** with ambient and for online shops
- ❖ **VIDEOS:** ROSE-REGLISSE Perfume, SAFRAN-NEROLI Perfume, the HEART NOTES COLLECTION,
- ❖ **SPECIAL ASSETS FROM THE NOSES:** images and video linked to their creation for AFFINESSENCE
- ❖ **SOCIAL NETWORKS:** all these assets will suit Instagram and main social networks formats.
- ❖ Those contents will continue to grow in intensity until Xmas high season to reinforce visibility and awareness.





Heart Notes
Collection

COMMUNICATION

HEART NOTES COLLECTION PANEL



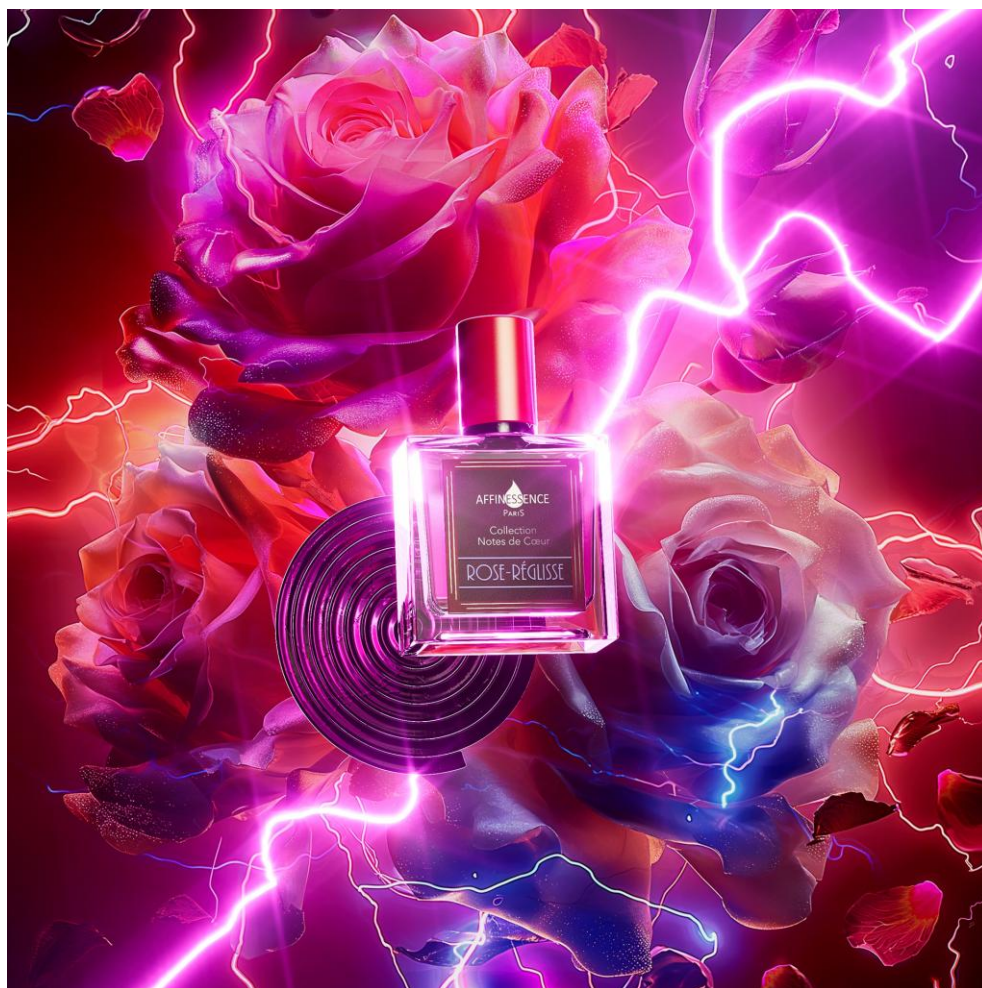
Available any size, any
language.



Heart Notes Collection

COMMUNICATION

ROSE-REGLISSE VISUAL



SAFRAN-NEROLI VISUAL

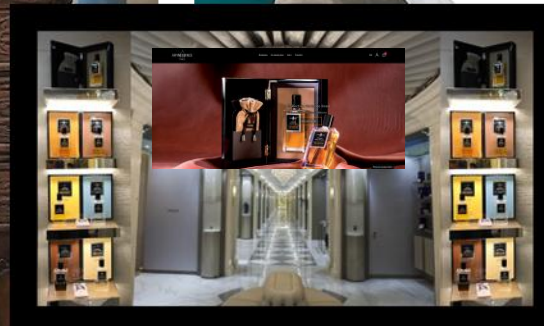
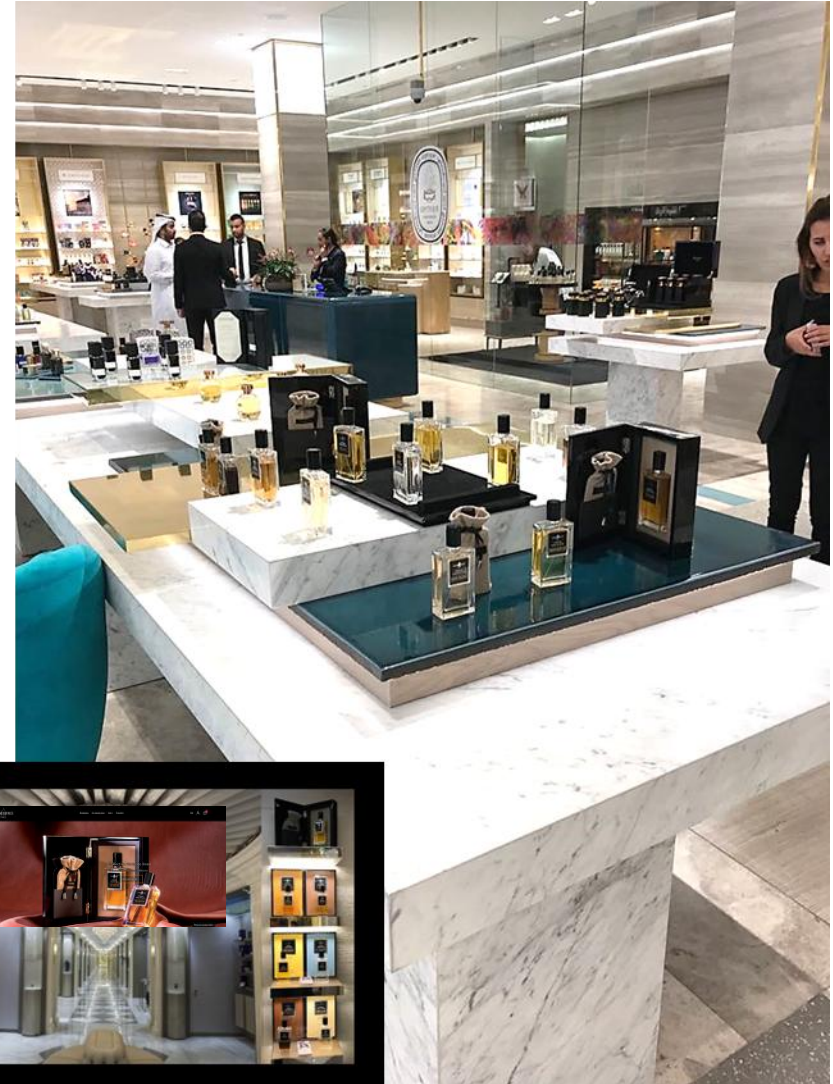


OUR DISTRIBUTION

✓ 52
COUNTRIES

✓ 200+
POINT OF SALES
worldwide

✓ OUR
online shop:
<https://www.affinesse.com/en/>



OUR DISTRIBUTION

✓ 52
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<https://www.affinesse.com/en/>



AMERICAS
10 doors

EUROPE
85 doors

**MIDDLE EAST
& AFRICA**
14 doors

CIS
42 doors

APAC
18 doors



OUR DISTRIBUTION

SOME KEY PARTNERS

FRANCE 15 POS

JOVOY, PARIS LOUVRE,
OPERA, MEGEVE...
Independent retailers



ITALY

LA RINASCENTE
Department store



ITALY

BAR A PARFUMS
Beauty chain



UK

LES SENTEURS
Independent retailer



USA

LUCKY SCENT
Independent



POLAND

GALILU
BEAUTY CHAIN



UKRAINE

JAN NICHE CONCEPT
BEAUTY CHAIN



OUR DISTRIBUTION

KEY PARTNERS

RUSSIA GOLD APPLE

No1 on the Russian cosmetics and perfumery market

1 Bil. \$ / year

Market Share: 50% of Russian Beauty Market.



RUSSIA TSUM

Mythical
in Moscow!



Leading
Department
Store
in the USA

KAZAKHSTAN SAKS 5th AVENUE



CHINA

ONLINE AND OFFLINE, AFFINESSENCE is a **pioneer indie brand** in CHINA

TMALL

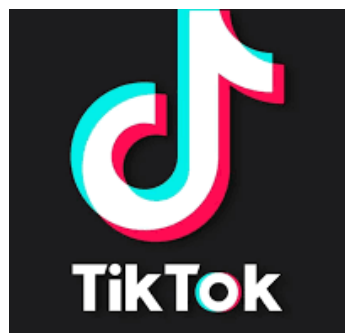
AFFINESSENCE Flag Ship

TikTok

AFFINESSENCE own shop

26 Brick & Mortar

Independant retailers



VIETNAM

VIINRIIC

Beauty chain



INTERNATIONAL COMMUNICATION - VISIBILITY

WINDOWS



EVENTS



EXHIBITIONS



PR



ITALY



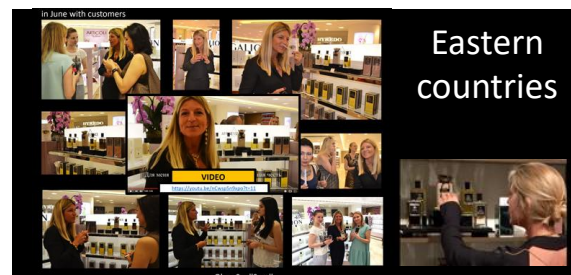
ART OF SCENT EVENT - VIETNAM



Paris JOVOY London



Eastern countries



Germany



INTERNATIONAL COMMUNICATION - VISIBILITY

TV



RADIO

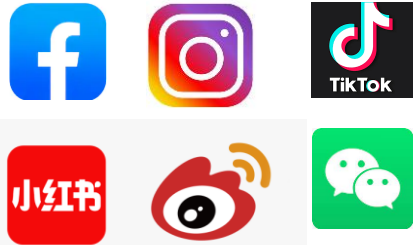
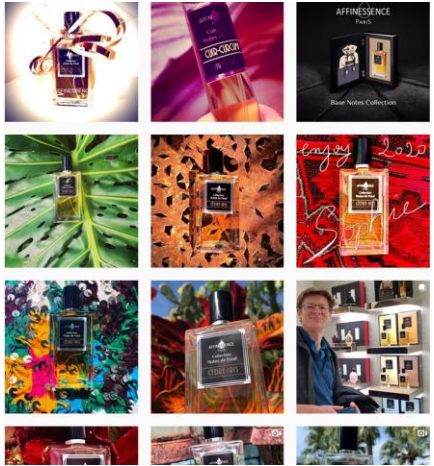


PRESS



INTERNATIONAL COMMUNICATION - VISIBILITY

SOCIAL NETWORKS



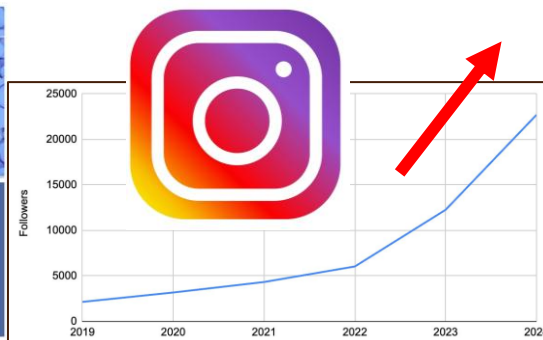
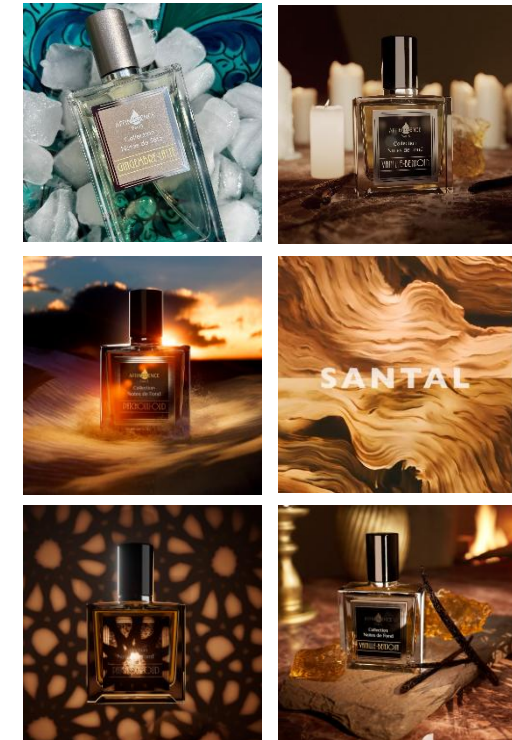
LIVES



INFLUENCERS



MONTHLY NEWSLETTER WITH NEW ASSETS



INTERNATIONAL COMMUNICATION - VISIBILITY

Optimised **visibility** – vitrophanies & giant visuals

PARIS LOUVRE – Paris, **FRANCE**



GT LAND PLAZA– Guangzhou, **CHINA**



INTERNATIONAL COMMUNICATION - VISIBILITY

Optimised **visibility**, window advertising campaigns

CHERRY GARDEN – HUNGARY



GIANT VIDEOS

PARFUMERIE DE MEGEVE – FRANCE



More images of our point of sales:
<https://www.affinessence.com/en/news/>

WE PROVIDE within 24h ANY VISUAL / SIZE ...



SANTAL-BASMATI vince il Premio per le Fragranze di Nicchia "mAPA" 2023 SPECIAL FOCUS

*minorité Artistic Perfumery Award



COLLECTION NOTES DE FOND



COLLECTION NOTES DE TÊTE
Essences Fraîches Intenses



TOP NOTES COLLECTION
Intense Fresh Essences



AFFINESSENCE
PARIS

AFFINESSENCE ON THE SHELVES

Optimised **visibility**, adapted shelves and displays, respecting each **concept**

LA RINASCENTE - ITALY



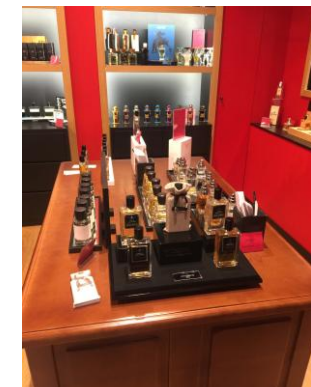
KAMS PARIS-LOUVRE, Paris, **FRANCE**



SAIGON CENTER – Saigon, **VIETNAM**



JOVOY – Le Mans, **FRANCE**

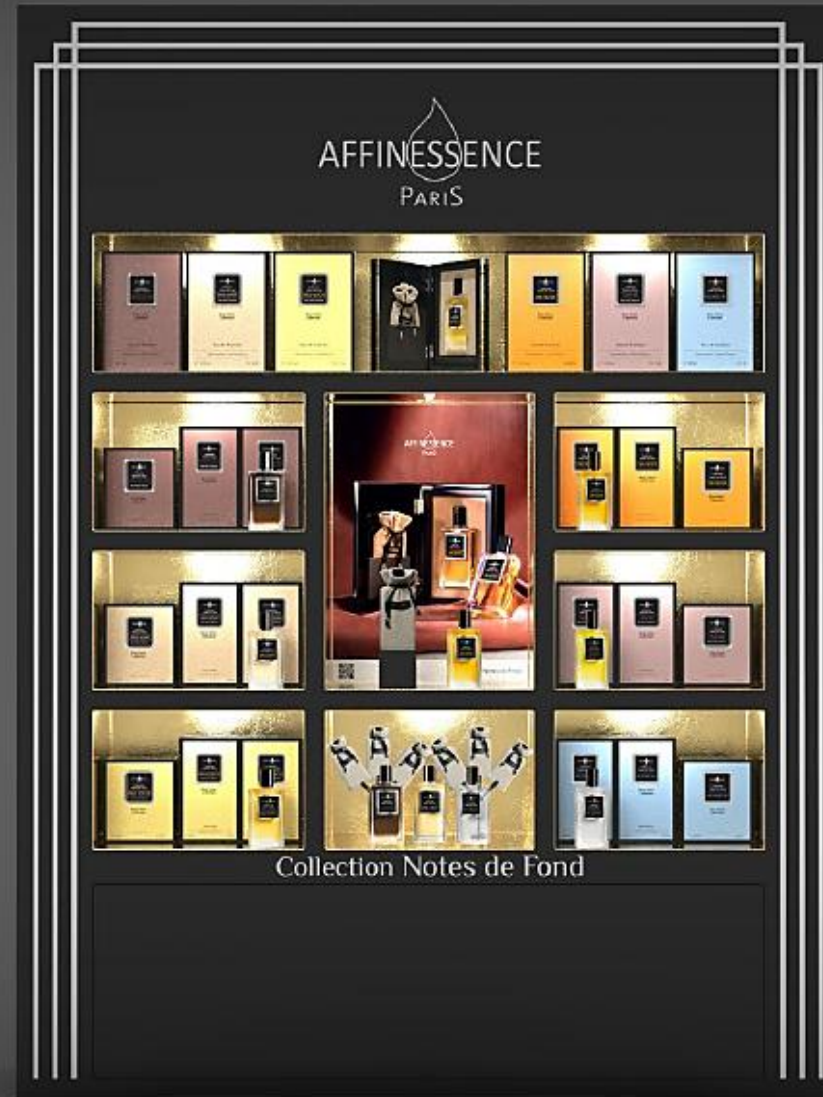


MERCHANDISING – 5 SHELVES



ASK FOR OUR
GUIDELINES
&
PLANNOGRAMS

MERCHANDISING CONCEPT ON DEMAND



AFFINESSENCE AWARDS

2019

Sophie BRUNEAU, the creator, nominated
« entrepreneur 2019 » at
CEW ACHIEVER AWARDS!



2020

AFFINESSENCE wins the SILVER
AWARD
as perfume indie brand at
COSMETIQUEMAG AWARDS!



2020

CUIR-CURCUMA finalist as
« niche perfume of the year » at
BEAUTY WORLD MIDDLE-EAST
AWARDS!



2023

SANTAL-BASMATI N°1
in the Niche Overseas category at
mAPA CHINESE AWARDS



ULTIMATE NEWS! —————>

2025

COMBAVA-CEDRAT FINALIST AT
GOLDEN OSMENTHUS
AWARDS

AFFINESSENCE STRATEGY

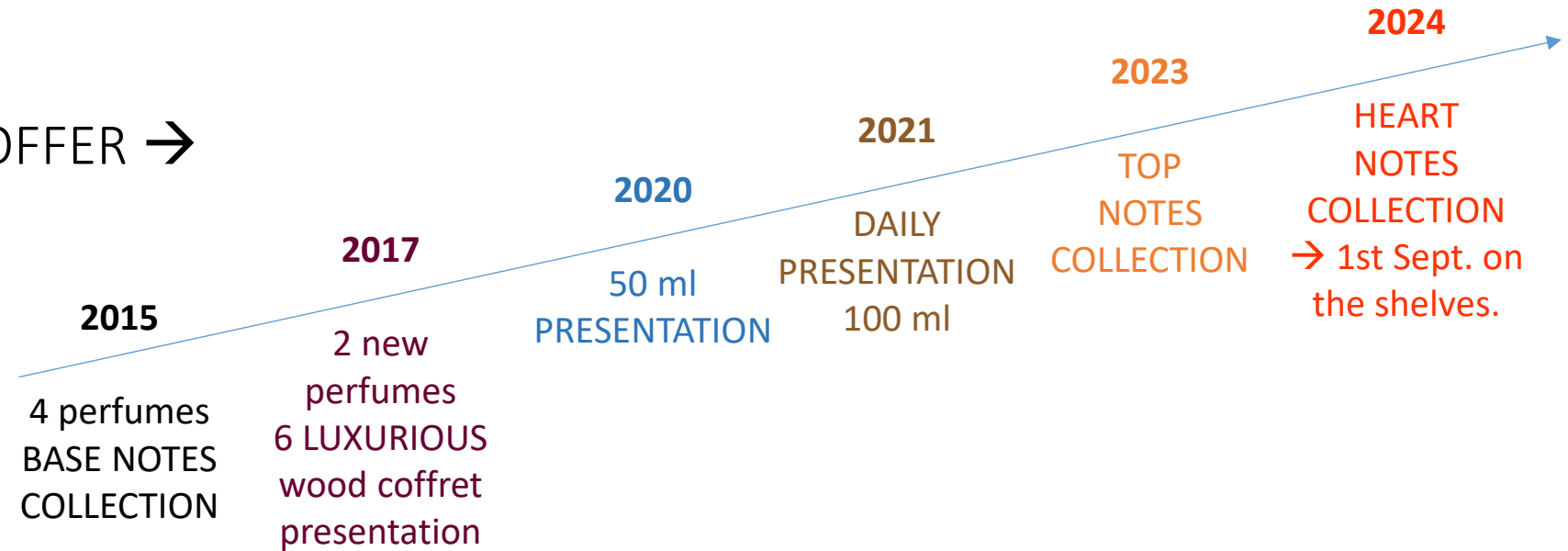


We are continuing our development, with the following objectives

- ❑ To maintain perfect CONTROL of our distribution
- ❑ To increase our VISIBILITY and NOTORIETY as an independent luxury brand (focus on social networks)
- ❑ To CREATE, always, while preserving our freedom (very beautiful LAUNCHES are still to come!)
- ❑ To continue to SERVE OUR CUSTOMERS, and final consumers, by providing them with the highest QUALITY, in order to get their LOYALTY.

AFFINESSENCE STRATEGY

- ENLARGE THE BRAND OFFER →



- CONSOLIDATE THE BRAND positions →

Accelerate development on existing markets and introduce AFFINESSENCE in new countries

- REINFORCE NOTORIETY & VISIBILITY →

Continuous investment:

New Corporate Visual (Sept 21) and Advertising (NEZ..)

Revamped Website (Oct 21),

New Ambient Packshots (May 22)

Focus on **SOCIAL NETWORKS** New Agency (Feb. 23)

NEW ASSETS and NEW CONTENT CREATION:

« FOCUS - PERFUME OF THE MONTH »

In 2024 we'll send NEW ASSETS every month following the Marketing Plan = New VIDEOS, New IMAGES...

+ Multiple operations with local influencers.

SUSTAINABILITY, SOLIDARITY, INGREDIENTS and more...

SUSTAINABILITY

<https://www.affinessence.com/en/sustainability/>

SOLIDARITY

<https://www.affinessence.com/en/solidarity/>

INGREDIENTS, STORAGE, CONSERVATION

<https://www.affinessence.com/en/ingredients-and-expiry-date/>



AFFINESSENCE

PARIS



Contact: Sophie BRUNEAU (creator and owner) Tel: +33 (0)6 86 15 85 34
AFFINESSENCE 6, rue de Lota - 75116 Paris - FRANCE Email: s.bruneau@affinence.com
<https://www.affinence.com/en/> www.facebook.com/affinence Instagram: [#affinence](https://www.instagram.com/affinence)