

PARFUMS
CIRO

BRAND INTRODUCTION

PARFUMS CIRO

Parfums CIRO - one of the first niche fragrance brands and olfactory avant-garde. The name CIRO has always stood for exceptional perfume creations, yet the brand reposed for decades.

CIRO

1921. A STAR WAS BORN.

CIRO

1921. A STAR WAS BORN.

THE ORIGIN

- Founded in New York during the Roaring Twenties.
- Created in France, the cradle of perfume art.
- Created by a visionary whose passion belonged to the world of fragrances.
- Bold & uncompromising in design, one of the first niche fragrance brands.
- Olfactory avant-garde.

Parfums CIRO

CIRO

HISTORY

Perfumes CIRO was created in New York during the Roaring Twenties by Jacob S. Wiedhopf, a visionary whose passion truly belonged to the world of fragrance. He brought Caron to America and gave the world Parfums CIRO. A perfume collection made in France, which from the outset shone with audacity and uncompromising quality and is therefore considered one of the first niche fragrance brands of the olfactory avant-garde. Parfums CIRO captivated fragrance lovers throughout the world. Until the nineteen sixties the brand had launched over two dozen creations.

CIRO

1889

The birth year of a visionary: Jacob S. Wiedhopf, founder of the CIRO brand, is born in Brooklyn, New York, as the son of German-speaking immigrants.

CIRO

An aerial, high-angle photograph of a dense urban landscape, likely New York City, showing numerous skyscrapers and buildings. The image is in a dark, monochromatic style with a blue-green tint. The buildings are packed closely together, and the perspective is looking down from a high vantage point, showing the tops of many buildings and the streets below. The lighting is dramatic, with strong shadows and highlights on the building facades.

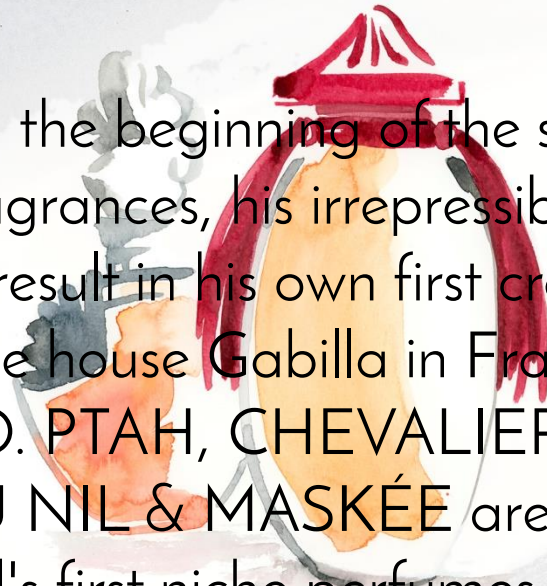
1921

The first steps: Together with his business partner, Wiedhopf launches the Guy T. Gibson Company and for the next few years acts as importer for the brand Caron, who he holds in high regard. The company is based in the heart of New York's Fifth Avenue, the birthplace of the avant-garde brand CIRO.

CIRO

1923, 1924

A dream comes true – the beginning of the success story: Wiedhopf's love of fragrances, his irrepressible inventiveness and his creative urge result in his own first creations which are produced by fragrance house Gabilla in France and sold under the name CIRO. PTAH, CHEVALIER DE LA NUIT and LE CHYPRE DU NIL & MASKÉE are launched and rank among the world's first niche perfumes. Perfectionism: spectacular fragrances in eye-catching bottles, designed by Julien Viard among others, crafted by Baccarat and flanked by ingenious marketing campaigns.

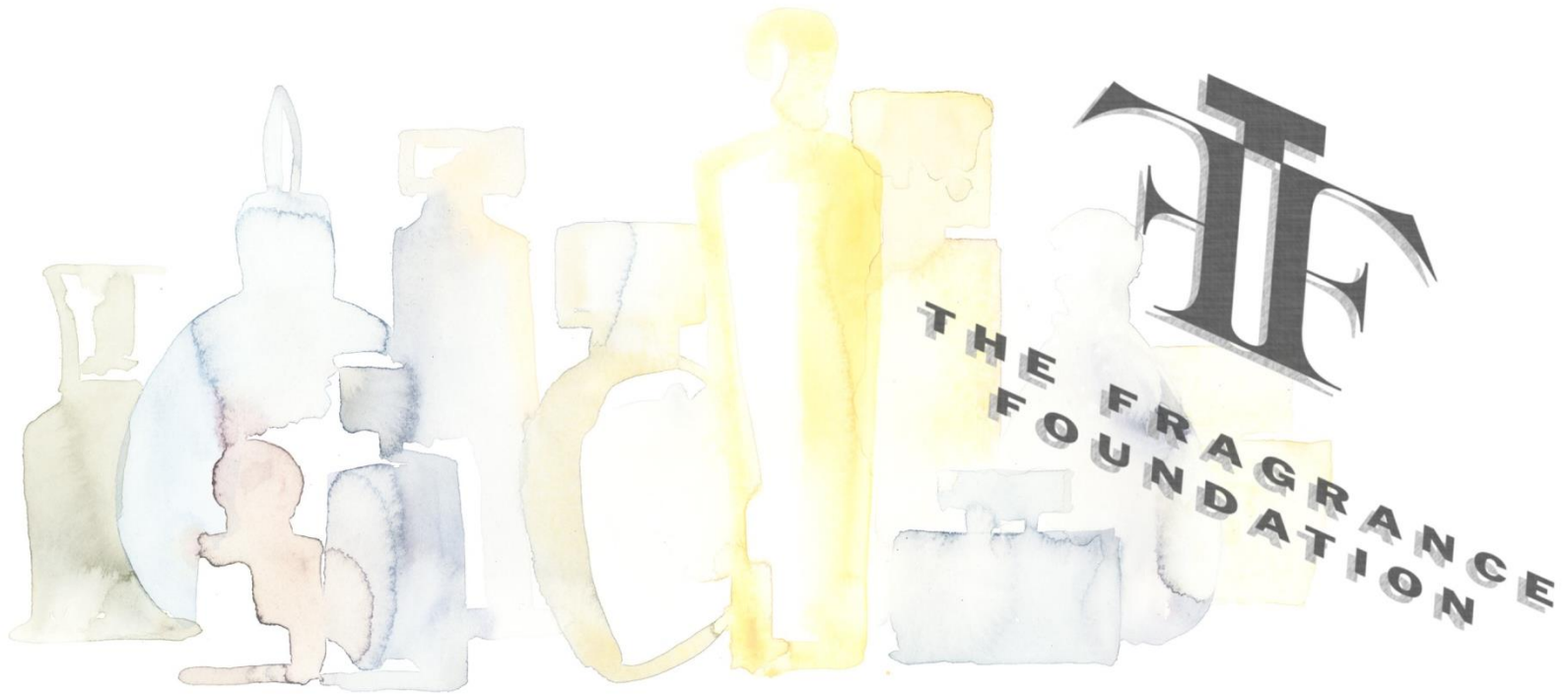


CIRO

1936

CIRO goes Paris - and conquers Europe as a brand:
Wiedhopf changes the name of his company, which from now
on is officially called Parfums CIRO and attains its new
additional seat in Paris at the legendary Place Vendôme.

CIRO



1949

The Fragrance Foundation is launched in New York - Wiedhopf is involved in its founding and also becomes its first president.

CIRO

1955

Parfums CIRO in focus: The Plaza Hotel hosts one of the famed fashion shows of New York's luxury department store, Jay Thorpe, in which three of Parfums CIRO's bestsellers play a major role – as namesake to the private brand of robes known as Jay Thorpe Originals. Stylistically inspired by the fragrances they become centerpiece of the fashion show.



CIRO

1961

PANORAMA is released – and, for the time being, is the last fragrance of the perfume brand CIRO, which until then had launched over two dozen perfumes onto the market.



CIRO

2018. A STAR IS BORN. AGAIN.

Half a century later, Parfums CIRO returns: charismatic fragrance compositions, created by master craftsmen, uniting tradition and modernity yet preserving its historical heritage. Created to capture the hearts of perfumistas and perfume lovers and to continue the success story of the brand. A myth that shines in new splendor - the rebirth of a legend.



CIRO

2018. A STAR IS BORN. AGAIN.



The rebirth of a Legend: Parfums CIRO awakens to new life again. As an homage to the CIRO brand and its legacy, these classic compositions served as inspiration for today's perfumers who have not only reinterpreted each fragrance but have also retained the names of the almost 100-year-old perfume creations.

CIRO

FLACON DESIGN

CIRO

FLACON DESIGN

Perfumes CIRO has always excelled with their impressive flacon designs. The new flacon pays tribute to these historical masterpieces: an elegant, slim silhouette made of solid glass forms the exquisite vessel for the perfume creations, effectively contrasted and framed by opaque black sides. Harmoniously rounded shoulders carry a weighty metal lid finished with real gold plating.

A play of contrasts: black and white, opaque and transparent - the striking design elements, combined with the distinctive typography, create a symbiosis of the Art Deco style and the reduced-elegant form language of modern design.

CIRO



CIRO



CIRO

THE PERFUMES

CIRO

THE PERFUMES

The new fragrance creations continue to tell the story of the brand - far from the mainstream. Exquisite ingredients, transformed by famous perfumers into fascinating fragrance compositions. Glamorous and characteristic, with a brilliant radiance thanks to high perfume oil concentrations. Extraordinary fragrant moments that create a sensual pleasure - for fragrance aficionados, parfumistas and olfactory nonconformists.

CIRO

CHEVALIER DE LA NUIT

EAU DE PARFUM

100 ml

CHEVALIER DE LA NUIT



The night draws in, plunging everything into a deep darkness, velvety and inky blue. Thus creating the ideal stage for those who are devoted to the darkest hours. They swarm out, in search of adventure or diversion, experience and pleasure. Shimmering, their silhouettes stand out from the darkness as they wander seemingly aimless through the streets. Nocturnal lords and ladies of the city – they own the night with its endless possibilities. CHEVALIER DE LA NUIT is dedicated to those who are guided by their passion.

CHEVALIER DE LA NUIT

CHEVALIER DE LA NUIT's fire is kindled by racy clove which, in turn, creates the distinctive heart of the fragrance. A spicy composition which also shows a spirited sharpness inspired by the freshness of eucalyptus. Its powdery facets are emphasized by iris and dark patchouli and refined by a smoky-smooth vetiver. Hesperidia fruits provide a dynamic, citrusy echo, while exquisite sandalwood adds balsamic accents along with deliciously bourbon vanilla which sweetly savors the perfume.



CHEVALIER DE LA NUIT

CHEVALIER DE LA NUIT - a fragrance for modern heroes and heroines.

TOP NOTE:

Calabrian Lemon, Bitter Orange,
Indonesian Patchouli

HEART NOTE:

Jasmine Absolute, Hawaii-Vetiver,
Madagascan Clove

BASE NOTE:

Australian Eucalyptus,
Indian Sandalwood, White Musk,
Bourbon-Vanilla

PERFUMER:

Alexander Streeck



PERFUME CONCENTRATION: 20%

CIRO

LE CHYPRE DU NIL

EAU DE PARFUM
100 ml

LE CHYPRE DU NIL



Amidst the distant mountains of Rwanda and Burundi, the River Nile rises, passing through several countries on its journey to the Mediterranean. Its meanders through tropics, savannah and wilderness majestically flowing past lonely tracts of land and pyramids, villages and megacities such as Giza and Cairo. It carries the history of the African continent, tells of its cultures and people and celebrates life. Its shores lure us with lush greenery and exotic gardens full of tropical flowers and fruits - oases of tranquility where, amidst the shadows, many a countenance can be discerned, whose tender features remind us of the timeless beauty of a mysterious queen.

LE CHYPRE DU NIL

LE CHYPRE DU NIL celebrates the abundance, the dazzling opulence and the colorful splendor of the Nile delta, whose richness and fertility is born from the river. Herb-citrusy bergamot and radiant green wormwood create the prelude, accentuated by coquettish Sichuan pepper. The overflowing heart forms a bouquet of rare Turkish roses and velvety iris, delicately framed by hints of dried fruit. The chypre nature of the fragrance reveals velvety suede notes, kissed by cocoa-powdery patchouli. Noble amber and elegant-soft musk successfully complete the fragrance.



LE CHYPRE DU NIL

A contemporary chypre perfume of graceful sensuality - LE CHYPRE DU NIL.

TOP NOTE:

Calabrian Bergamot, Sichuan Pepper, Wormwood, Elemi

HEART NOTE:

Turkish Damask Rose, Dried Fruits, Orris

BASE NOTE:

Patchouli, Amber, Suede, White Musk

PERFUMER:

Alexandra Carlin



PERFUME CONCENTRATION: 24%

CIRO

FLOVERIS

EAU DE PARFUM

100 ml

FLOVERIS



An inconspicuous gate, escaping the glare of the world. It holds on to its secret like a treasure – a wild paradise that captivates as soon as you have crossed the threshold of its gateway. Leaves and grass, every conceivable nuance of green is explored. Budding shoots and expansive flowering tendrils, whose fullness and color seem almost unreal, permeate the air with their gorgeous fragrance. Is it a dream?

FLOVERIS

FLOVERIS unites all the beautiful flowers that are considered symbols of love and creates, in a dreamlike way, an imaginative and beguiling bouquet with a vibrant and inescapable radiance. A sea of flowers, Turkish roses and peonies, violets and mimosas, iridescent like velvet and silk. Bergamot and mandarin create citrus-fresh luminosity, gently contrasted by pepper and bedded on precious woods and musk.



FLOVERIS

Precious flowers and glowing devotion become a symbol of everlasting love - FLOVERIS.

TOP NOTE:

Calabrian Bergamot,
Mandarin, Pink Pepper

HEART NOTE:

Turkish Damask Rose,
Indian Mimosa Absolute,
Violet, Peony

BASE NOTE:

Virginian Cedarwood, Amber,
Cashmere Wood, White Musk

PERFUMER:

Alexandra Carlin



PERFUME CONCENTRATION: 30%

CIRO

L'HEURE ROMANTIQUE

EAU DE PARFUM

100 ml

L'HEURE ROMANTIQUE



Eyes meet, glances are exchanged, two people become one in moments that seem to last forever... L'HEURE ROMANTIQUE captures those magical moments of a meeting between two lovers, where time stands still and lost in the here and now they create memories for tomorrow...

L'HEURE ROMANTIQUE

A modern bouquet, centered around a yearningly radiant wildflower beauty, a violet-blue iridescence like a watercolor. Fruity-velvety Damascena rose, silky-clean lily of the valley, powdery iris and velvety cyclamen complete this floral still life. Ripe watermelon and tart-juicy pink grapefruit provide a dynamic atmosphere of optimism and lend a fruity freshness. Gentle orchid blossoms along with deliciously soft bourbon vanilla, energetically supported by musk, lend the fragrance a fine, subtly sweet facet.



L'HEURE ROMANTIQUE

L'HEURE ROMANTIQUE - a timeless fragrance of unique flowers, created for modern Romantics.

TOP NOTE:

Bulgarian Damask Rose, Orchid,
Pink Grapefruit, Watermelon

HEART NOTE:

Lily of the Valley, Vetiver,
Iris, Cyclamen

BASE NOTE:

Bourbon Vanilla,
White Musk

PERFUMER:

Alexander Streeck



PERFUME CONCENTRATION: 30%

CIRO

MASKÉE

EAU DE PARFUM
100 ml

MASKÉE



Masquerade, a play of masks ... a glittering party, joie de vivre and exuberance determine the atmosphere, which is characterized by the colorfulness and unusualness of the costumes. A sweeping gaze captures faces, faces alien and familiar alike, thanks to the magic of their disguise. We indulge in the splendor of the hidden, find pleasure in a mental dance upon the question of identities, abandoning our unfulfilled curiosity...

MASKÉE

MASKÉE is a seductress whose sensuality is derived from her versatility: The foreignly exotic sweet nectar of ylang blossoms meets precious, scarlet-velvety damascena roses while powdery-majestic iris meets the beguiling appeal of creamy jasmine. Heliotrope conjures up echoes of marzipan, while delicious bourbon vanilla, in combination with Tonka bean provides vanilla-sweet interludes. The base is composed of soft musk and clean cedarwood, which gently carry the fragrance, coquettishly ensnared by honey.



MASKÉE

Feminine and tempting, an irresistible fragrant secret - MASKÉE.

TOP NOTE:

Ylang-Ylang, Iris,
Bulgarian Damask Rose

HEART NOTE:

Jasmine Absolute,
Heliotrope, Tonka Absolute

BASE NOTE:

Honey, Bourbon Vanilla,
Cedarwood, White Musk

PERFUMER:

Alexander Streeck



PERFUME CONCENTRATION: 26%

CIRO

PTAH

EAU DE PARFUM

100 ml

PTAH



Language creates worlds. It moves, touches, changes and captivates in stories and history. Its god is Ptah, the ancient Egyptian god, the father of the gods and the source of all life. Like the spiritual creation of a novel that takes us into strange spheres, the power of words has remained. And to this day our language is the beginning of all our being and all what we become.

PTAH

PTAH pays homage to the imagination that through the power word breaks all barriers – and is dedicated to those subtle aesthetes who passionately indulge in the temptations of independent thought. Our lively imagination cools the citrusy freshness of bergamot which, in a duet with the herbwoody fruitiness of ginger accompanied by herbaceous sage, forms the top note. This leads to a smoky-powdery heart: Orris and incense, accompanied by dark green luminous geranium, which breathes delicate echoes of rose. The contrast between creamy vanilla spiced up by Tonka and masculine leather creates an ambivalence that is skillfully enhanced by the salty-grassy smokiness of vetiver.



PTAH

PTAH - an olfactive free spirit, created for those who are not limited by convention.

TOP NOTE:

Calabrian Bergamotte,
Sage, Ginger, Elemi

HEART NOTE:

Incense, Geranium, Orris

BASE NOTE:

Vetiver, Tonka,
Bourbon Vanilla, Leather

PERFUMER:

Alexandra Carlin



PERFUME CONCENTRATION: 24%

CIRO

COLUMBINE

AUTUMN 2019

EAU DE PARFUM

100 ml

COLUMBINE



COLUMBINE - the lover of Harlequin and as such the secret heroine of the famous Italian Theater „Commedia dell'arte“ between the 16th and 18th century. She embodies authenticity and sensuality like no other female figure in traditional theater. Emphasizing her femininity and coquettish in her charms, this maskless woman nevertheless shows herself as unruffled and honest, purposeful and confident - the secret of her seductive power.

COLUMBINE

COLUMBINE pays tribute to this open-hearted female figure, reflecting the characteristics of her nature olfactorily. The citrus freshness of Hesperidean fruits opens the Eau de Parfum, skillfully contrasted by pink pepper that lights up this fragrance scene as the exciting heart take center stage. This role is played by silky-powdery iris and peach-like osmanthus blossoms whose velvety leatheriness is underlined by vanilla-kissed suede and the softness of musk. Neroli lends its honey-sweet nectar, while notes of delicious bourbon tobacco, vetiver and balsamic-sweet benzoin resin virtuosically complete the irresistible composition.



COLUMBINE

Elegant, erotic, incorruptible
and charismatic - COLUMBINE.

TOP NOTE:

Mandarin, Bergamot,
Bourbon Tobacco, Tagete

HEART NOTE:

Pink Pepper, Osmanthus, Neroli

BASE NOTE:

Vanilla, Benzoin, Vetiver,
Suede Leather, Musk

PERFUMER:

Alexandra Carlin



PERFUME CONCENTRATION: 24%

CIRO



CIRO



CIRO

THE BRAND VALUES

- The rebirth of a legend - founded in New York during the Roaring Twenties.
- Olfactory avant-garde, created by the visionary co-founder and first president of the Fragrance Foundation.
- Bold & uncompromising in design, one of the first niche fragrance brands.
- A myth shines with new splendor.
- Combining tradition and modernity yet preserving its historical heritage.
- Glamorous and charismatic fragrance compositions, created by master craftsmen, with a brilliant radiance thanks to high perfume oil concentrations.
- Unique and recognisable packaging with round corners.

Parfums CIRO.

CIRO



EAU DE PARFUM



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