

UERM I OLFACTIVE WARDROBE



UERM = WEAR ME

Perfumes and fabrics share an affinity with your skin. As you wear your clothes, you wear your own perfume.

Caressing your senses, they can also bring back memories: an old pair of jeans, a silk scarf, a cashmere sweater can recall a fragment of your past, when associated to a perfume.

UERMi OLFACTIVE WARDROBE celebrates the magic of textiles with its beautiful collections of fragrances.





UERMİ PHILOSOPHY:

- Absolute excellence of raw materials, compositions, creativity
- Each perfume has its inspiration, its own story
- Non stop research of olfactive beauty, an innate 'obsession' for there Italian culture

Our collections have been created with some of the most prestigious and creative Master Perfumers :
Maurice Roucel, Antoine Lie, Cécile Zarokian, Jean Jacques, Alexandra Carlin, Luca Maffei,
Philippe Bousseton, Sylvie Fischer, Aliénor Massenet, Pierre Guéros.

UERMİ is a 'Made in Italy' brand: concept, creativity and manufacture are proudly Italian.
The authentic artistic perfumery finds its origins again: research, excellence and craftsmanship in every small detail.

UERM COLLECTION

100ml



VE VELVET

by Luca Maffei

The protagonist is vetiver, timeless classic, just like **velvet** is.

This vetiver is elegant and unforgettable, due to its strong personality.

Vetiver Haiti and Java dominate in synergy. The fragrance opening is sunny, citrusy, luminous. In the base notes precious woods and amber wrap around the 2 vetivers.

INSPIRATION : Velvet gives us an idea of 'lived in'. Distant memories, deeply rooted, just as the roots of vetiver that extend very deeply in the ground.

H bitter orange, **bergamot**, grapefruit, angelica roots

♥ ambrette absolute, rhubarb, jasmine, **vetiver haiti**

B **vetiver java**, cedar wood virginia, clearwood, musk, grey amber

* innovative molecule that recalls the smell of patchouli

VETIVER EXTREME

EdP 100ml



OH DENIM

by Philippe Bousseton

It opens with a precious note of pink pepper that becomes a bright bouquet of white musk, tuberose and ylang ylang. In the drydown, a woody feeling of patchouli and oak moss.

Feminine, maybe, but also so irresistible on a contemporary gentleman!

INSPIRATION : No other fabric is as transversal and versatile as **jeans**. Always contemporary, it simply belongs to everybody. This fragrance celebrates denim with a voluptuous flower like the tuberose.

H pink pepper, neroli

♥ **tuberose**, ylang ylang

B **oak moss**, amber, patchouli, vanilla, musk

SOFT TUBEROSE



WE TWEED

by Jean Jacques

This composition opens with fresh and spicy sensations. The central accord shows an intense, deep incense note. Benzoin and ambroxan make the drydown a touch crunchy, powdery and pungent, rounded by a superbe blend of cedarwood and oud.

INSPIRATION : **Tweed**...so totally charming! Old fashion yet contemporary, a personality with a balance of contrasts: sober and colorful, rude and refined, elegant and casual.

This perfume embodies as well a world of contrasts.

H black pepper, cardamom

♥ incense, violet leaves

B patchouli, benzoin, ambroxan, cedar wood, oud, leather

WOOD & PEPPER



EdP 100ml

DO WASHI

by Antoine Lie

An extremely fresh opening, an accord of peony and lilac, made unique by a milky sensation. Cashmeran (interesting molecule that smells like precious wood) and tonic bean add softness and powderiness.

INSPIRATION : An extraordinary new textile, **Washi** Fabric, created from a Japanese-Italian project. An unprecedented cocktail of silk, cashmere and rice paper for a unique result that resembles pure linen. When East meets West ... tradition becomes future.

H milky accord

♥ peony, lilac

B cashmeran, tonka bean, musk

SURREAL PEONY



EdP 100ml

UR SILK 19

by Alexandra Carlin

A beautiful balance of flowers, spices and wood to contour the silky scent of fig melting in white tea.
Head, heart and base notes blend together to become a sensuous fragrance, fresh and warm at the same time, powdery yet effervescent.

INSPIRATION : **silk** has always been present in different times and cultures, worn by men and women, the most sensual feeling on the skin. Its preciousness has a unit of measure called 'momme', and the number 19 symbolises the perfect balance for the highest quality of silk.

H **white tea**, cardamom, bergamot

♥ **fig milk**, orris*, jasmine

B vetiver, cedar wood, **musk**

* not the flower but the root of iris, with a more precious, intense scent

FIG ICON

EdP 100ml



SO SATIN

by Alexandra Carlin

An ode to ginger, made of wonderful contrasts jus as **satin** is.

It opens with the brightness of bergamot and mandarin, pepper and ginger in unison.

Lemon blossom, delicate wild rose blend and Artemisia Absinthium add a unique note to this composition, fresh and sparkling like a glass of Champagne.

If summer had a perfume, this is it!

INSPIRATION : Satin is a peculiar textile weave with a sleek texture, smooth and glossy on one side, dull and matte on the other. This makes it so precious and unique to see and touch.

H **bergamot**, mandarin, pepper

♥ **ginger**, wild rose, lemon blossom

B vetiver, **artemisia absinthium**, musk

GINGER DAZZLE

EdP 100ml



NU LEATHER

by Luca Maffei

Just as in the most exquisite balanced compositions, this fragrance alternates bitter with sweet, piquant with velvety, citrus with spicy. The main protagonist is sandalwood, with a very exclusive Leather natural raw material.

INSPIRATION : **LEATHER**, the first, most ancient garment ever worn by humans... and still doesn't cease to fascinate us... endless objet of desire. It renovates itself in time, re-invented even in bio, animal-free versions.

H **bitter orange**, bergamot, nutmeg

♥ Sichuan pepper, **Leather MD**, papyrus, incense

B **sandalwood**, cedarwood, vetiver, cashmeran, amber, musk

SANDALWOOD
IN LEATHER EdP 100ml



OR CASHMERE

by Cécile Zarokian

This interpretation is a masterpiece dedicated to authentic amber lovers.

Its texture is powerful, distinctive, extremely sensuous, almost gourmand in a rather unique way, due to a smoky rum and a delicate hazelnut to enhance the sublime Grey Amber.

INSPIRATION : Nothing can feel as luxurious, soft and perfect as cashmere does. It wraps you in comfort, it goes with everything, it ages gracefully and slowly. Classy, elegant, unique.

H **rum**, green notes, thyme, cardamom

♥ **hazelnut**, jasmine, patchouli, cinnamon

B labdanum*, vanilla, ambergris, sandalwood, benzoin, musks

* precious balsamic resin

NAUGHTY AMBER

EdP 100ml



OR WHITE

by Cécile Zarokian

An opening fresh and peppery is soon enriched by unusual powdery heart notes.

Base notes of subtle vanilla and tonka bean wrap around the sensuousness of amber and musks.

It smells like clean, pure blue sky.

INSPIRATION : An innovative, eco-futuristic fabric, so pure, precious and soft, made with milk proteins... an extraordinary textile, rare to find, good for your skin.

H bergamot, lemon, **tangerine**, pink peppercorn, **sweet almond**

♥ orange blossom, jasmin notes, **orris butter**, cinnamon, coriander

B amber and wooden notes, animalic and leather notes, **fava tonka**, musks

PURE PURENESS



EdP 100ml



OR ANGE

by Cécile Zarokian

A new concept of citrusy composition that evolves into a fruity, gourmand jus that finally melts in the skin, impeccable for every season.

A game of contrasts and balance for an intense, warm and musky orange.

INSPIRATION : From the intriguing concept of 'sustainable textiles' that will shape our future comes the innovative and mysterious fabric generated from citrus byproducts. Ingenious and fascinating.

H **orange**, petitgrain, lemon, lime, bergamot, tangerine

♥ mango, kiwi, ylang, ginger, **coriander**, juniper berries

B orange blossom, bulgarian rose, amberwood⁺⁺, hay, **musks**, benzoin

⁺ essential oil ricavato from leaves and unripe fruits of bitter orange

⁺⁺ combination of crystallised resins

CYBER CITRUS

EdP 100ml



OR KANABO

by Cécile Zarokian

Back to childhood, to warm feelings, fragrant cookies, powdery dolls and loving embraces, of course. This composition is a concentration of top quality natural raw materials where the main protagonist is an Osmanthus absolute, creamy and sublime and a shiny Sichuan pepper.

INSPIRATION : The word KANABO in Esperanto means HEMP, the most ancient fabric we have record of (8.000 years old!). It is still considered one of the most eco-friendly and beneficial to our planet.

H **sichuan pepper***, Sicilian orange

♥ **osmanthus absolute**, fruity apricot and creamy notes

B opoponax, fava tonka, vanilla pods, **heliotrope**, boisé notes

* called 'fake pepper', it's a berry with a piquant lemony scent

OSMANTHUS, BABY

EdP 100ml



OR DAMASK

by Maurice Roucel

A bouquet of juicy berries, shiny magnolia and jasmine, seductive patchouli and leather. An elegant, passionate and creamy tribute to the magnificence of the rose ... the queen of all flowers.

INSPIRATION : **Damask** is a fabric with 2 different structures to see and touch.
The precious beauty of this complex and luxurious fabric has survived for millenia.

H red berries, neroli, violet leaves
♥ rose absolute, magnolia, jasmine
B patchouli, leather accord, vanilla

PERFECT ROSE



EdP 100ml

DISCOVERY COLLECTIONS

An olfactive wardrobe to discover : 2 caskets, each one with 6 travel size fragrances.



DISCOVERY COLLECTION

1

VE VELVET
DO WASHI
OH DENIM
NU LEATHER
OR WHITE
UR SILK 19

DISCOVERY COLLECTION

2

OR ANGE
OR CASHMERE
SO SATIN
OR KANABO
WE TWEED
OR DAMASK

TRAVEL SIZE COLLECTION

12 fragrances in travel size format to carry along always with you



VE VELVET
DO WASHI
OH DENIM
OR WHITE
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WE TWEED
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OR DAMASK
NU LEATHER
OR CASHMERE



UERM WEAR YOUR MOOD COLLECTION

30ml



OH DENIM EXTREME

by Sylvie Fischer

A masterly interpretation with raw materials of great prestige, opening with notes of tangerine and bergamot, cinnamon and black pepper. The heart is pure opulence: jasmine and tuberose absolutes, neroli and ylang-ylang. In the drydown : patchouli, vetiver, cedarwood and olibanum.

INSPIRATION : Even denim has its extreme side. Not the classic evergreen jeans, but its more precious, rare and elaborated versions so original and creative to reach almost an artistic expression.

H bergamot, mandarin, **petitgrain**, cinnamon, black pepper
♥ **tuberose absolute, jasmine absolute**, ylang ylang, neroli
B patchouli, benzoin, vetiver, cedarwood, **olibanum**

TAMED TUBEROSE



EdP 30ml

MY TUXEDO

by Maurice Roucel

A seduction game that opens with a cocktail of cardamom and bergamot, a caress of jasmine on a vetiver sophisticated texture. The drydown is stunning: the uniqueness of the exclusive Tabac Bourbon De Laire embraced by the creamiest musk.

INSPIRATION : For the first time UERMI is inspired not by a textile but an iconic fashion outfit, adored by women and men, mixing the image of a perfect gentleman with a sexy James Bond. The result is... simply irresistible.

H orange, bergamot, **cardamom**

♥ jasmin notes, salvia sclarea, **Madagascar cinnamon**

B vetiver Haiti, **tabac bourbon De Laire***, creamy musk

* exclusive molecule, an aromatic tobacco grand cru

TABAC GOURMAND



EdP 30ml

EN LACE

by Aliénor Massenet

A deep luminous scent composed with the whitest flower,.

A touch of tangerine and cloves around the sophisticated bouquet of jasmine, raw gardenia and unusual carissa. Vetiver and cedarwood add a new dimension to its creamy floral facets.

This fragrance embodies the timeless elegance of a precious handmade lace.

INSPIRATION : Lace is innocent and sensuous at the same time. Refined but also gothic.

Intimate as well as bold... in so many different interpretations.

In its highest expression it becomes even a form of contemporary art!

H tangerine, cloves, **green accord**

♥ creamy jasmin, gardenia, **carissa** *

B **vetiver**, musk, cedar wood

* white tropical flower, fleshy and fragrant

WHITE BOUQUET



EdP 30ml

WEAR YOUR MOOD

COLLECTION 30ml

6 fragrances in a new format : 3 UERMI best sellers + 3 new Eau de Parfum



WEAR YOUR MOOD COLLECTION 30ml

A fragrance for every mood, 2 caskets limited editions, small handcrafted masterpieces in beechwood. A new 30ml format for 3 best sellers from the 100ml collection plus 3 novelties signed by great master perfumers. All of them also in a single packaging.

M

(a bit more masculine?)

MY TUXEDO
by Maurice Roucel

WE TWEED
by Jean Jacques

OH DENIM EXTREME
by Sylvie Fischer

W

(Just a touch more feminine?)

EN LACE
by Aliénor Massenet

OR KANABO
by Cécile Zarokian

DO WASHI
by Antoine Lie



UERM
LAUNCHES
APRIL 2021

WEAR YOUR MOOD COLLECTION 100ml



UD IKAT

by Pierre Guéros

A majestic Oud Ajmal highlighted by the spicy freshness of elemi and red berries.
The heart notes are soft and elegant with a dark density and texture.
The drydown of Sandalwood and Cedarwood wrap this precious Oud Ajmal in a soft veil. The most sensual intensity of liquid gold.

INSPIRATION : **IKAT** is not a textile but an ancient technique of dyeing special patterns, a form of manual art passed down for centuries, often becoming an icon of status which continues to be taught to young apprentices.

H **elemi**, bergamot, red berry
♥ **patchouli**, vetiver, cypriol
B **oud ajmal**, sandalwood, cedarwood

Natural Essential Oils in the formula: 29,8 % : Cedarwood, Patchouli, Elemi, Vetiver Madagascar, Bergamot, Gurjun Balsam, Amyris, Cypriol, Lemon, Red Berry, Mandarin Madagascar, Cinnamon Bark Madagascar, Oud Ajmal, Sandalwood, Vanilla Bourbon Madagascar, Turkish Rose, Vetiver coeur Madagascar

OULD, LIQUID GOLD



EdP 100ml

WEAR YOUR MOOD COLLECTION 100ml

UERMi latest masterpieces available in 100ml format, beautifully handcrafted box with beechwood base



UD IKAT
by Pierre Guéros

EN LACE
by Aliénor Massenet

MY TUXEDO
by Maurice Roucel

OH DENIM EXTREME
by Sylvie Fischer



UERMi MASTERS PERFUMIERS



Maurice
Roucel



Antoine
Lie



Cécile
Zarokian



Jean
Jacques



Luca
Maffei



Aliénor
Massenet



Philippe
Bousseton



Alexandra
Carlin



Sylvie
Fischer



Pierre
Guéros

UERMi DISPLAYS



DISPLAY FOR 4 TESTERS
WITH CYLINDERS *



*each cylinder contains a special material
already sprayed with its fragrance
to be periodically revived with a few puffs
to maintain the scent



DISPLAY FOR 8 TESTERS
WITHOUT CYLINDERS



DISPLAYS IN BEECH WOOD
FOR 3 TESTERS 30ml



BEECHWOOD DISPLAY
for single 100ml

UERMi POS MATERIAL



DISPLAY ODORAMA
for 4x100ml
UE704 - 46x22 cm



BEECHWOOD DISPLAY for 3X30ml
UE707 - 19x9 cm

STEEL CYLINDER
for ODORAMA DISPLAY
UE706 - 6x10 cm



WALNUT WOOD CYLINDER
for BLOTTERS
UE705 - 6x9,5 cm



BEECHWOOD DISPLAY
for single 100ml
UE709 - 10x8,5 cm



www.uermi.com

UERMI Guardaroba Olfattivo is a Made in Italy brand: concept, creation and manufacture are proudly Italian, as far as the manual labelling and packaging of each piece.

The production process - maturation, maceration and bottling takes place in Parma, the 'City of Perfume'.

The head office and logistics are in Prague, Czech Republic.