



AN EXPLOSION OF A SINGLE NOTE



PREMIERE NOTE

is a new olfactory angle on traditional perfumery. We have reinterpreted iconic notes of French haute perfumery to create an explosive experience.

In harmony with the founders' philosophy and principles, Premiere Note fragrances embody a perfect alliance between elegance and authenticity.

One common aspect remains in all our creations: one major note is extracted and sublimated in each composition & each raw materials are handpicked at the source of origin by connoisseurs.

BRAND VALUES

THE STRENGTH OF ORIGINS

Iconic raw materials are selected as per their origins across the world, are harvested at their source and sometimes known or unknown by insiders. Our philosophy is to reveal tradition while bringing it into a contemporary sphere. Premiere Note fragrances are striking creations that bring together know-how, sincerity and emotion, while evoking places of inspiration and combining tradition and modernity.



THE POWER OF KEY NOTE

The collections have been designed around a single idea: to showcase a key note in each fragrance. The olfactory compositions make it possible to highlight a “Premiere Note”, the top note, the one you remember, the one that stays dominant all the way through. The scent of freshly-picked roses, the sensation of burning amber, the aroma of Calabrian orange, the scent of cedar bark at the top of the Atlas Mountains... The compositions can be worn alone, layered or combined together, to create your own fragrance and express your originality.

THE FOUNDERS

Created in 2015 by two former L'Oréal directors, Hervé Jossierand, entrepreneur and founder of Creation Beauté International and Thibaut Perrin-Faivre, a creative mind, visionary, and product expert.

« When we created Première Note, we wanted to get back to the essential values of Haute Parfumerie: simple and noble raw materials, elegant and timeless fragrances, luxurious and minimalist bottles.

Our goal is to meet the growing demand for accessible niche fragrances. We have created very high quality, aesthetic and accessible fragrances in order to reach a wide client base who love authentic and exclusive creations.

We see Première Note as a trendy niche brand with an « easy luxury » style that lies between commercial selective brands and unaffordable and segmented niche brands. »



2 COLLECTIONS



MAGICAL GARDENS



ORIENTAL ELIXIRS

MAGICAL GARDENS

A tribute to the most beautiful gardens, an olfactory journey into the beauty of trees.

Orange tree, Lily, Cedar, Rose, Java wood. Mysterious, unique, spellbinding. An ode to sculpted nature.

The elegant and refined bottles are decorated in white and gold. They echo the delicacy of the fragrances whose first effects are experienced right from the first note.



MAGICAL GARDENS



ORANGE CALABRIA

Where vines intertwine with bergamot trees, Calabrian Orange sparkles in the heart of the sun-baked plantations. From its joyous and bright reflections, the note exudes a sweet and tangy aroma. It is an invitation to a walk in the shade of the orange groves, cooled by the sea breezes of the Mediterranean.

Italian Bigarade Orange - Paraguayan Petit Grain - Tunisian Orange Blossom - Egyptian Jasmine



PERA MALTA

Scents that have been bathed in the Mediterranean sun burst out in the crystalline sparkle of a hanging garden. Succulent golden pears hang patiently in the island orchard, ripe for the tasting. Floral and delicate, the magnolia fragrance with shades of green and pink partners the aroma of pear.

Freesia - Pear - Magnolia - White Musks



FIGUE BARBARE

Along a lush green path near the Villa Londolina in Syracuse, the taste of fig is mellow and slightly sweet. Its green milky juice oozes with sunshine. As the home of citrus, Sicily contributes a sparkling and juicy green mandarin that echoes a cooling ocean breeze.

Mandarin - Fig - Sandalwood



MIMOSA AUSTRAL

Like a golden watercolor with light dabs that form small yellow and silky pompoms arranged in clusters. At the bottom of the rocky garden, the shimmering mimosa tree stretches out to embrace the spring. Sweet and noble honey echoes the flower with its golden hue. Its powdery facets bring a tactile and olfactory sensation that is as feminine as it is enveloping.

Bergamot - Acacia - Mimosa - White Cedarwood



LYS TOSCANA

In the humid Tuscan countryside, the lily reigns supreme, where water, stones and flowers wrap themselves around each other like lovers. Wandering around these nooks and crannies means seeking out the lily, symbol of ultimate beauty. The note is smooth and soft. Floral, white and intense, it reveals its subtle sensuality.

Italian Bergamot - Tunisian Orange Blossom - Mock Orange - Sandalwood



ROSA DAMAS

At the bottom of an elegant garden, a thousand delicate petals bloom in the shadow of an Arabian-style intricately sculpted wall. Quirky and enigmatic, opening on an almond note, its beauty is bewitching. Aroused by spicy, bright and subtly fruity freshness of pink berries, the rose petal begins its seduction.

Peru pink berry - Pink Eglantine - Damask Rose - Amber



CEDAR ATLAS

On the steep slopes of the Atlas Mountains, cedar stands victorious and imposing. Its power is revealed with exotic passion. Seductive and proud, he stretches up to the horizon. Its first note is woody with leathery accents. A fascinating and charismatic fragrance.

Indian pepper - Bulgarian Rose - Atlas Cedar - Indonesian Patchouli



JAVA WOOD

The height of mystery, vetiver plantations extend as far as the eye can see. Its tropical character is appealing to lovers of resinous essence, wood and humus. Its fascinating smoky and muted aroma suggests undergrowth. Its deep, sensual, and persistent fragrance seduces. Star anise and vetiver work in harmony, to create slightly licorice and spicy effects.

Bergamot - Tobacco - Egyptian Cumin - Haitian Vetiver

MAGICAL GARDENS INGREDIENTS

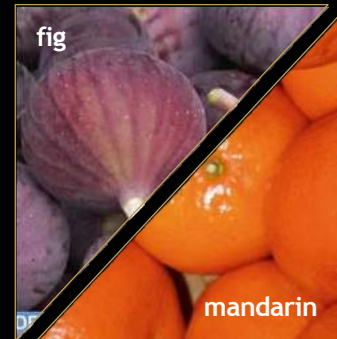
ORANGE CALABRIA



PERA MALTA



FIGUE BARBARE



MIMOSA AUSTRAL



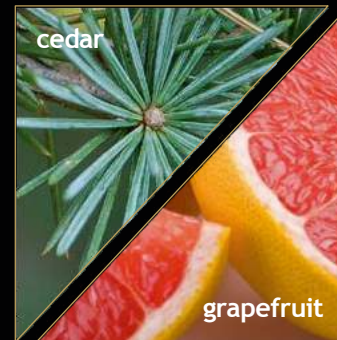
LYS TOSCANA



ROSA DAMAS



CEDAR ATLAS



JAVA WOOD





ORIENTAL ELIXIRS

The eternal aromas of a starry night envelop the soul in a thousand and one roses. Patchouli, amber and precious leathers dance together with the warm breath of spices. Sensual yet contrasting, the collection transports the senses and casts the mind back to its most thrilling memories. Gold-lacquered bottles with gold caps, a colored plaque and black and gold boxes are home to this concentration of opulence, whose only desire is to set the night ablaze.



ORIENTAL ELIXIRS



TASMAN SANTAL

In the farthest reaches of Australia, sandalwood forests soft, creamy and milky tones create fascination. The note has a warm, velvety, even slightly animal aroma which is simply bewitching.
Bergamot - Sandalwood - Benzoin



AURA TONKA

In the heart of the Amazon rainforest, these Brazilian teak trees produce the glorious tonka bean. With its hints of vanilla and tobacco, it blends with delicate almonds. This one, the twin sister of its perfect partner bean, has a powdery scent, while bringing a slight bitterness. It contributes a smooth and delicious balsamic note to the fragrance.
Almond - Lavender - Brazilian Tonka Bean



ROSE SHEHERAZADE

The eastern Turkish rose unsettles the senses: it attracts and hypnotizes to the sound of an ancient lute. The slow movements of the seductress enhance the melody in a tale of a thousand and one roses on a hot summer night. The intense, smooth aroma of the flower inspires love and passion. It releases the mouth-watering and indulgent freshness of saffron.
Italian Lemon - Turkish Rose - White Musks



AMBRE KASHMIR

A warm breeze blows over the East: Deep and warm sounds captivate as they cross the valleys of Kashmir. The resinous accord brings sensuality and depth to the fragrance. The amber accord and the powdery and woody cinnamon join together to form warm, round, enveloping, almost carnal notes.
Cinnamon - Ylang - Indonesian - Patchouli



HIMALAYAN OUD

In the distance sounds the echo of a Tibetan gong, accompanied by deep, slow brass notes. Forests, pines and meadows follow in step in the foothills of the snow-capped Himalayas. In a trail of animal and incense notes, oud wood reveals all the mysteries of the East. Its powerful and animal facets strike with confident charm.
Saffron - Egyptian Cumin - Himalayan Oud

ORIENTAL ELIXIRS INGREDIENTS

TASMAN SANTAL



AURA TONKA



ROSE SHEHERAZADE



AMBRE KASHMIR



HIMALAYAN OUD



CUIR NAPPA

2021 NEW FRAGRANCE



The sun rises, a light breeze gives life to the Saharan dunes that extend as far as the eye can see. In the distance, the Tuaregs, ancestral tribe of the desert, tan, stretch and shape the leather. Prestigious raw material, the nappa leather then reveals all its complexity: the grain fineness and softness is contrasted with its animal and pure notes. From this association is born a creamy yet distinct and refined fragrance.



Top note : Raspberry
Heart note : Suede Leather
Base note : Musk



PRICE LIST

MAGICAL GARDENS

Eau de Parfum
50ml - RRP: 80€
100ml - RRP: 129€



ORANGE CALABRIA



PERA MALTA



FIGUE BARBARE



MIMOSA AUSTRAL



LYS TOSCANA



ROSA DAMAS



CEDAR ATLAS



JAVA WOOD

ORIENTAL ELIXIRS

Eau de Parfum
100ml - RRP: 180€

NEW 2021



TASMAN SANTAL



AURA TONKA



ROSE SHEHERAZADE



AMBRE KASHMIR



HIMALAYAN OUD



CUIR NAPPA

PERFUMERS

Edgy team of young renowned perfumers

Freedom of creativity

Classic ingredients enhanced and sublimated in a modern way



MAÏA LERNOUT

MAIN CREATIONS:

Elie Saab: La collection des Essences, Nina Ricci: L'Extase

PREMIERE NOTE CREATIONS:

Rose Sheherazade



JÉRÔME DI MARINO

MAIN CREATIONS:

Sézane: L'Eau Sézane, Carven: L'Eau Intense, L'Absolu, Panouge: Perle rare intense

PREMIERE NOTE CREATIONS:

Ambre Kashmir, Himalayan Oud, Tasman Santal, Aura Tonka



PATRICE REVILLARD

MAIN CREATIONS:

Jacques Fath: L'iris Gris, Sylvaine Delacourte: Oranzo, Nolença: Swing Feather

PREMIERE NOTE CREATIONS:

Cuir Nappa



KARINE DUBREUIL-SERENI

MAIN CREATIONS:

Guerlain: Aqua Allegoria – Rosa Pop, Lanvin: Eclat d'Arpège, Atkinson: Fashion Decree, Jo Malone: Vetyver, L'Artisan Parfumeur : Mûre et Musc extrême, Azzaro: Mademoiselle

PREMIERE NOTE CREATIONS:

Pera Malta, Mimosa Austral, Figue Barbare.



MÉLANIE LEROUX

MAIN CREATIONS:

Making of Cannes, Candora, Mona Di Orio, Princesse Marina de Bourbon, Franck Boclet.

PREMIERE NOTE CREATIONS:

Orange Calabria, Lys Toscana, Rosa Damas, Cedar Atlas,

DISTRIBUTION

EUROPE

ANDORA
ARMENIA
FRANCE
GEORGIA
GERMANY
ITALY
PORTUGAL
RUSSIA
SERBIA
SPAIN
UKRAINE

ASIA

AZERBAIJAN
KOREA
HONG KONG
PAKISTAN

AMERICA

USA

MIDDLE-EAST

IRAN
JORDAN
KUWAIT
QATAR
SAUDI ARABIA
UAE

AFRICA

ANGOLA
NIGERIA



POINT OF SALE IN FRANCE : PRINTEMPS HAUSMANN, PARIS



Our brand, Première Note, under the Printemps spotlights.



MERCHANDISING

- 2cm thick acrylic plate with gold brushed frame all around
- 2 sizes: small 18x18cm, large 18x29.7cm
- Available for each collection (white/gold, black/gold)
- Ceramics under bells on the plates for each fragrance

GLORIFIERS



GONDOLA



LEATHER CASE

Merchandising leather case with gold mirror and lights under bottle



PLANOGRAM



PROMOTIONAL TOOLS - POSM

Branded textured paper shopping bag, with tissue paper and gold ribbon



Olfactory blotter



Qualitative sample vials 2ml
For each fragrance



5X2ml vials discovery kit



Travel spray 12ml rechargeable & Pouch



Ceramic to perfume and its envelop



Travel candle 30g with white natural wax

Ambre Kashmir



SALES & TRAINING TOOLS

Leather selling case
with gold mirror tray
Sizes: W205 x L665 x D110mm



A 5 senses workshop
Blindfolded, the participants have to smell/touch/
drink/hear the raw material of each fragrance.



PACK DESCRIPTION

AN ELEGANT PACKAGING

- # textured paper
- # gold hot stamping



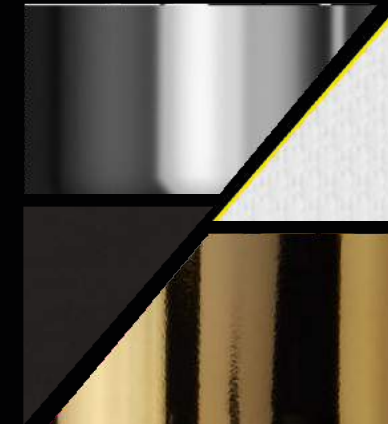
A LUXURIOUS BOTTLE

- # modern meets timeless
- # Luxury meets simplicity



COLOR CODES

- # black & white
- # gold & silver



A PRECIOUS CAP

- # jewelry heavy cap



EACH DETAIL COUNTS

- # invisible pump
- # important bottle weight
- # gold bottle

GRAPHIC AND VISUAL GUIDELINES

LOGOTYPE



PREMIERE
NOTE
PARIS

COLORS



Kurtz385
Pantone
872C



C0
M0
J0
N0



C0
M0
J0
N 100

FONT

GILL SANS
Light

VISUALS

(FULL SIZE VISUAL)

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



PREMIERE
NOTE
PARIS
ORANGE
CALABRIA

ORANGE CALABRIA

This advertisement features a clear glass perfume bottle with a gold cap and a label that reads 'PREMIERE NOTE PARIS ORANGE CALABRIA'. The bottle is set against a dark background and is surrounded by a dynamic splash of water, several slices of fresh orange, and thin curls of orange zest. The overall aesthetic is bright and fresh, emphasizing the citrus theme.

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



PREMIERE
NOTE
PARIS
PERA
MALTA

PERA MALTA

This advertisement features a clear glass perfume bottle with a gold cap and a label that reads 'PREMIERE NOTE PARIS PERA MALTA'. The bottle is set against a dark background and is surrounded by a cluster of fresh green leaves, several slices of pear, and small white pear seeds. The overall aesthetic is clean and natural, emphasizing the pear theme.

VISUALS

(FULL SIZE VISUAL)

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



CEDAR ATLAS

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



FIGUE BARBARE

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



MIMOSA AUSTRAL

VISUALS

(FULL SIZE VISUAL)

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



AURA TONKA

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



ROSE SHEHERAZADE

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



AMBRE KASHMIR

PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



TASMAN SANTAL

SUPPORT

MERCHANDISING



PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



PREMIERE
NOTE
ORANGE
CALABRIA

ORANGE CALABRIA

PRESS



PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE



PREMIERE
NOTE
ORANGE
CALABRIA

One major note extracted and sublimated in each composition.
Each raw materials handpicked at the source of origin by connoisseurs.

BANNER



PREMIERE
NOTE
PARIS

AN EXPLOSION OF A SINGLE NOTE

COMMUNICATION

PAGES
FACEBOOK & INSTAGRAM
PREMIERE NOTE

WORLDWIDE
EVENTS

- PR events
- Bloggers events
- Exhibitions

INTERNATIONAL
PUBLICATIONS

- Glossy magazines
- Blog
- Social network
- Online magazines



2021 MARKETING CALENDAR

SALEABLE

MAGICAL GARDENS
EDP 8 fragrances
RRP 50ml: 80€
RRP 100ml: 129€



ORIENTAL ELIXIRS
EDP 5 fragrances
RRP 100ml: 180€



NEW 2021

ORIENTAL ELIXIRS
CUIR NAPPA
RRP: 180€



ORIENTAL ELIXIRS I NEW
EDP 100ml
PATCHOULI RRP:
180€

POSM

12ML TRAVEL
SPRAYS EDP ROSE
SHEHERAZADE



30gr TRAVEL CANDLES
Available for Ambre Kashmir



CERAMICS & ENVELOPS
Ceramics to perfume,



SHOPPING BAG



DISCOVERY KIT



MERCHANDISING

GONDOLA



GLORIFIERS
Available for each
collection in 2 sizes
(small and large)



LEATHER CASE





AN EXPLOSION OF A SINGLE NOTE

CREATION BEAUTE INTERNATIONAL
premierenote-parfum.fr