

CHERIGAN

PARFUMS D'ARTISAN . PARIS . 1929

OFFICIALLY REBORN
AT PITTI FRAGRANZE 2021



WE BRING BACK TO LIFE
THE GOLDEN AGE OF FRENCH
ARTISAN PERFUMERY WITH
A LEGACY BRAND REVIVED.

*Daring, chic and elegant, vintage fragrances anew,
with modern and nature friendly components.
For our Roaring 20's.*



CHERIGAN

One word, read it and you hear “Chéri”/darling/dear. A timeless name, French and international as well. 3 syllables that you can easily write and remember.

A mysterious fragrance brand, that belongs to the Roaring 20's and *Art Deco*, born in Paris, when everything was possible, the whole society opening-up, people travelling on board planes and boats, discovering a brave new world, with art exploding of creativity.

The thrill of enjoying life every step of the way.

FRENCH AND PARISIAN, AT THE HEART OF IT ALL.

The brand was incepted in 1929 and first located at 120 Champs Elysées in Paris, an avenue that embodies luxury, fragrances and Paris in the same twist. It soon developed in Cuba in La Havana, THE place to party.

Cherigan was liked by VIPs and movie stars. It was part of the jet set of that decade, a modern brand for modern customers.



FLEUR DE TABAC
1929
Publicité et dessin

A TRUE HISTORICAL NICHE PERFUME HOUSE

Right after its inception, in the very first year, 3 fragrances were launched including *Mascarades*, *Chance* and *Fleurs de Tabac* a spicy tobacco softened with tonka bean and Iris, on a bed of oakmoss. Then *Bleu Impérial*, *La Habana Cuba*, *Parisienne*, and *Jupons* all new and successful fragrances.

Only a handful names stayed, and the memory of great fragrances. Still, you can read here and there some incredible reviews by perfumistas around the world who fall in love with their discoveries when they have a chance to find a bottle of fragrance from the house.

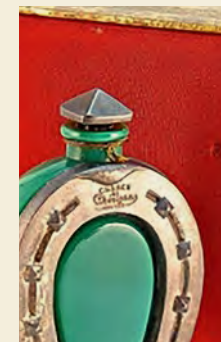
In this path, our fragrances today are deep, voluptuous, rich and elegant. They surround you with a soft and witty sensuality, a gentle touch of happiness, an urge to enjoy life at its fullest.



(1)



(2)



(3)

1
FLEURS DE TABAC
1929

2
BLEU IMPÉRIAL
1930

3
CHANCE
1929

4
MASCARADES
1930



(4)



OUR COMMITMENTS

Create high-end pleasurable fragrances inspired by the original ones and the Golden Age style, to renew today's "roaring 20's".

Focus on an artisan approach and development.

90% to 99% natural ingredients in the fragrance and 0% harmful components, whether natural or synthetic.

Only *extrait de parfum* concentration, the most voluptuous and beautiful.

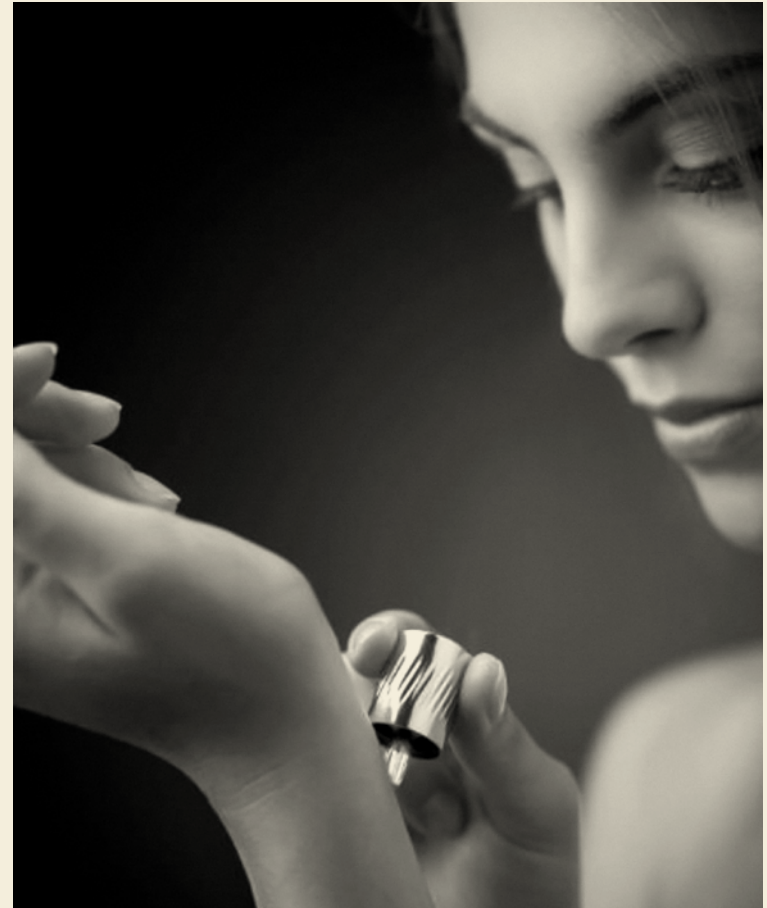
We have developed a unique golden zamack heavy cap engraved with the brand's logo on the top.



(1)



(2)



(3)

1

A gorgeous box for the 100 ml, covered by a creative paper with a specifically designed imprint and the perfume name and brand logo in a golden hot stamp.

2

A 100 ml natural spray with a new pump engine for a cloudy long immersing experience.

3

For a timeless and sensual gesture, the Touch is a 15 ml perfume applicator, that fits in a handbag, in your car, in your purse.

SETTING

Inspired by the spirit of the time, the trends in architecture and the DNA of **CHERIGAN**, our designer has created an efficient, beautiful and unique setting to present the products and the brand.

A versatile retro lighted outpost to showcase and store **CHERIGAN**





(1)



(2)



(3)

1
A large storage volume
for the boxes of the 100
ml.

2
The backwall can fit all
7 fragrances of the brand
and the launches in
preparation for 2022.

3
A simple yet totally
designed tester holder
presenting the blotters,
the tester and the box.

FLEURS DE TABAC
THE PURPLE BAR
IRIS COFFEE
EDO PARK
OR DES ILES
ADHARA OUD
LOVERS IN PINK

Discover our fragrances

FLEURS DE TABAC

90% natural ingredients

Bergamote from Italy, jasmine, rose, benzoin from Siam, cedar from Virginia, sandalwood, tonka bean, labdanum, vetiver, musks.

Created in 1929, *Fleurs de Tabac* epitomizes the luxury perfumes of the 30s.

As one perfume critics puts it
“it’s utterly compelling. Wow!!
What a gem. Rich, opulent pipe tobacco softened with flowers. A masterful blending on a rich musk/amber base.”

We have analyzed and reconstructed this amazing scent with the same qualitative ingredients of the past, incredibly difficult to source, and a handful of modern material to translate it into today’s olfactory scene. An authentic masterpiece reborn, without compromise.





THE PURPLE BAR

97,5 % natural ingredients

Orange, davana, almond, candiedfruits, clove, cinnamon, labdanum, patchouli, benzoin, vanilla.

The roaring 20's is the decade of all excess and passion, from the triumphant Montparnasse of Anaïs Nin and Hemingway from Fiesta, the quest for all pleasures in life is limitless. New party grounds, cafes and bars, the birth of the Clacquesin in Paris, of the Forum Bar, the Harry's New York Bar and the Bloody Mary.

The Purple Bar takes us into a whirl of orange and davanain essential oils, through the clove and the cinnamon as dry counterpoints to the candied fruits, then lands on the labdanum, this gum with warm, resinous, woody notes of Chypre fragrances, the bewitching patchouli, the benzoin balm and the vanilla, with animal angles when we use the best pods. To sip along the way.

IRIS COFFEE

90% natural ingredients

*Bergamot, jasmín, cardamome, iris, tonka bean,
coffee, white musk.*

Irish Coffee was created to warm up transatlantic passengers flying over the Atlantic between Europe and the USA on board giant hydroplanes in transit in Foynes, Ireland. The cocktail had to be strong and comforting. The bitterness of the coffee boosted by whiskey and melted with sugar and cream turned it into an instant success.

To retrieve this soft sensation, slightly powdery, we brought together the delicacy of the tonka bean and the smoothness of the iris on a bed of coffee. After a fresh opening with the bergamot, we discover the jasmine and the cardamom guiding us towards this bewitching softness.



EDO PARK

90% natural ingredients

*Citrus, pine of siberia, osmanthus alcohol extract,
freesia, amber wood, cedarwood from Virginia.*

Embodied by Foujita who makes the headlines in Paris, the taste for Japan gets stronger in France where the public is passionate for the Nippon art and Japanese prints that they discover at the Salon des Arts Décoratifs (Fair of Deco Arts) of 1925.

Edo Park highlights the Osmanthus, a mythical flower from Asia you can smell in the public parks in Tokyo in October. It is a unique combination of apricot and white leather. This traditional note is intertwined with amber woods and Virginia cedarwood, very vertical notes, like actual Shinto temples, underlined by the citrus and the pine from Siberia.



OR DES ILES

99% natural ingredients

*Citrus, bergamot, jasmin, ylang-ylang, rose,
vanilla, white musk*

Exoticism is a great source of inspiration in the Art Deco revolution of the 20s and 30s. Wenge, teck, tropical Islands all these myths are integrated in a vision of happiness and luxury.

Inspired by the uniqueness of the scents of an early morning on an island in paradise, we have integrated a specific Ylang-ylang extract, after a zest of Citrus and Bergamot, along with an amazing Rose on base notes of Vanilla and white musk.





ADHARA OUD

98% natural ingredients
*Citrus, rose absolute, geranium, saffron,
leathernotes, oud accord, patchouli.*

The Oud (or Agar Wood, Calembac, Gaharu) is also named Kyarain Japanese and belongs to the olfactory traditions of the archipelago. It is part of the Kodo ceremony, a ritual the enables you to “listen” to the incense with the game of Sanshuko. It is also known from the West and the Middle East for centuries.

It is a perfume in between worlds, a spiritual sensuality, powerful and soft at the same time. Like a star in the sky, the center of all things...

Absolute of Rose and Geranium are in the spotlight in this flowery woody to get along the Oud notes and the patchoulis polished by the leather accord and sustained by the essential oil of citrus.

LOVERS IN PINK

90% natural ingredients

*Cassis bourgeon, essence of ginger
from madagascar, essence of citrus,
jasmin absolute, rose, peony, cedarwood, moss.*

Marc Chagall, the famous Russian artist, was living in Paris when **CHERIGAN** was founded. His art and life as well as his thorough and passionate quest for love is the perfect between France and Russia back in these days. He has painted various portraits inspired by Bella, his wife, on the lovers' theme, red pink or blue.

Our fragrance is directly inspired by this search.



(1)



(2)



(3)



(4)



(5)



(6)



(7)

1
Fleurs de Tabac, Extrait
de parfum, 100 ml spray,
195 €.

2
The Purple Bar, Extrait
de parfum, 100 ml spray,
128 €.

3
Iris Coffee, Extrait de
parfum, 100 ml spray,
128 €.

4
Edo Park, Extrait de
parfum, 100 ml spray,
128 €.

5
Or des Iles, Extrait de
parfum, 100 ml spray,
128 €.

6
Adhara Oud, Extrait de
parfum, 100 ml spray,
128 €.

7
Lovers in Pink, Extrait
de parfum, 100 ml spray,
128 €.



**15 ML TOUCH
PERFUME APPLIER:**

Fleurs de Tabac, Extrait
de parfum, 107 €.

The Purple Bar, Extrait
de parfum, 75 €.

Iris Coffee, Extrait de
parfum, 75 €.

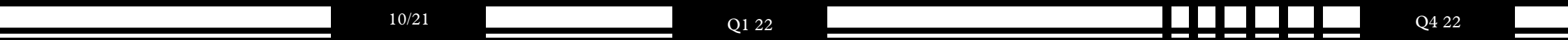
Edo Park, Extrait de
parfum, 75 €.

Or des Iles, Extrait de
parfum, 75 €.

Adhara Oud, Extrait de
parfum, 75 €.

Lovers in Pink, Extrait
de parfum, 75 €.

MARKETING PLAN AND TIMELINE



PITTI 17/19 SEPT. 2021

First presentation of the brand.

PRODUCTION

Picking end 11/21
First clients in Saudi Arabia and Russia.

LOVERS IN PINK

7th fragrance
Picking end 02/22

LIMITED EDITIONS

Specific 1930's bottle produced in limited quantities, numbered in a unique packaging.

BLEU IMPERIAL

8th fragrance
Historic fragrance of the brand.

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