



The Richness of being natural



AEMIUM STORY



AEMIUM is a natural and eco-responsible perfumery house, launched in 2020 by Emmanuel Roche.

Its ambition: to offer exceptional perfumes whose quality is based on uncompromising eco-design.

All fragrances are certified natural or organic by Ecocert.

The 7 eaux de parfums are unisex.

They are over 99.9% natural, vegan and composed of organic alcohol.

The bottles are light and refillable. The components, as well as the finished products, are all made in France, recyclable or reusable.

AEMIUM is a tribute to the perfumery of the beginning of the 20th century when perfumers worked without the help of petrochemicals for both the concentrates and the packaging.



No one can be authentic and premium who neither respects the planet nor considers men.

THE BRAND IN A NUTSHELL



A NAME

ÆMIUM
(pronounced: [emjòm]).

As Premium, Authentic and Engaged/Ecoresponsible

TWO LOGOS



ÆMIUM
— PARIS
GRASSE —

A powerful logo made of blotters and leaves that suggests natural high perfumery.

Perfumes produced in Grasse, Products designed in Paris

A MOTTO

The richness of being natural

ÆMIUM's ambition is to be as natural as possible both in its products and in its approach; the quality of the raw materials and respect for the environment are the greatest assets that ÆMIUM can offer its customers.

AN INSPIRATION



A sleek, chic, and vintage design, inspired by the old apothecary and natural perfumery of the early 20th century and its forgotten materials: tinted glass, aluminum, wood, cork. In homage to the pioneers of perfume who worked without the help of petrochemicals.

ABOUT THE FOUNDER



20 years of experience with the most prestigious perfume brands

2003-2018 : LICENSED BRANDS OPERATED BY SHISEIDO

Various positions in different fields: New Product Development, Manufacturing, Supply Chain...

2019-2022 : NICHE & PREMIUM BRANDS

Consulting & Interim Management as Operations Director

Jean Paul
GAULTIER

ISSEY MIYAKE
PARFUMS

SHISEIDO

narciso rodriguez

SEARGE LUTENS

BYREDO

D&G
DOLCE & GABBANA

NARS

ELIE SAAB

CARON
PARIS

Vilhelm Parfumerie
NEW YORK



“

I wanted to make each AEMIUM fragrance an object of art, olfactory and poetic, where marketing has no place. To create original and natural perfumes... for unique women and men, in search of authenticity. To go back to basics, like the pioneers of perfumery who worked without the help of chemistry, by investing in the quality of the ingredients, rather than in superfluous communication. In the end, just respect the customer and respect the planet.

”

Emmanuel

NATURAL AND ORIGINAL COMPOSITIONS, WITH RESPONSIBLY SOURCED INGREDIENTS



ONE EXCLUSIVE AND
FAMOUS PARTNER

ROBERTET

Relying on the world leader in sustainable natural raw materials, AEMIUM perfume extracts have been composed with the noblest natural ingredients in responsible supply chains.

TWO TALENTED
PERFUMERS



Karine VINCHON

INNOCENCE IN A SCENT
HESPEREDEN
NOVA ESPERO



Serge DE OLIVEIRA

ELIXIRIS
BLOOMING SUMMER
ROUGE CONFIDENCE
SILENCE DES CALANQUES

A SINGULAR AND AUDACIOUS
WAY OF CREATING

Because each customer is free and unique, the creations have been initiated without marketing targets, letting nature surprise us.



PRODUCT FORMATS



100mL

VAPO SPRAY
137 €



+REFILL
105 €



20mL

VAPO SPRAY
47 €



7 x 2mL

Discovery Set
26 €



SCENT DESCRIPTIONS



Exotic powdery floral

Typical customer :

Young woman between 20 and 40 years old who likes discreet, girly and slightly powdery fragrances like make-up



Top Notes : Peach, Almond, Pink berries

Heart Notes : Iris butter, Ambrette seed, Rose, Coconut

Bases Notes : Cedar, Sandalwood, Vanilla, Tonka Bean

Oriental Floral

Typical customer :

Woman aged 25-60 who likes floral and oriental fragrances. Easy and accessible fragrance as it is close to synthetic fragrances



Top Notes : Bergamot, Almond, Raspberry

Heart Notes : Heliotrope, Iris Butter, Rose

Bases Notes : Cedar, Patchouli, Vanilla

Solar Floral

Typical customer :

Woman aged 30 to 45 Sensual fragrances lovers. Light and discreet perfume for summer



Top Notes : Lemon, Blood Orange, Almond

Heart Notes : Orange, Monoi, Ylang Ylang, Sun

Bases Notes : White Flowers, Vanilla, Cedar

Floral leather

Typical customer :

Women over 40 who like powerful and complex fragrances. For connoisseurs who like niche fragrances with character, leathery, spicy. Very long lasting.



Top Notes : Bergamot, Mandarin, Freesia, Angelic

Heart Notes : Heliotrope, Sun, Rose, Violet

Bases Notes : Leather, Benzoin Sumatra Resinoids, Patchouli, Sandalwood

Hesperide Fruity Woody

Typical customer :

Female and male 30-60 years old Loving colognes like Atelier Cologne. Very strong presence for a citrus fragrance



Top Notes : Grapefruit, Lemon, Bergamot, Ginger

Heart Notes : Red fruits, Peach, Pineapple, Tagetes

Bases Notes : Sandalwood, Vetiver, Cedar

Marin Floral

Typical customer :

Men and women, +35 years old Long lasting. Best Seller product with a heart and a base that are totally unanimous!



Top Notes : Seaweed, Bergamot, Grapefruit, Peppermint

Heart Notes : Jasmine, Orange Blossom, Solar, Neroli

Bases Notes : Vetiver, Sandalwood, Tonka Bean, Cedar

Aromatic Balsamic

Typical customer :

Men and women 25-40 years old. Accessible fragrance for customers who do not necessarily like floral fragrances. Excellent staying power



Top Notes : Lemon, Raspberry

Heart Notes : Sage, Geranium, Jasmine

Bases Notes : Tonka bean, Vanilla, Cedar

WAY AHEAD OF OTHER PREMIUM BRANDS IN TERMS OF SUSTAINABILITY...



4 unique innovations on the market!



ZERO PLASTIC SAMPLES



REUSE POSSIBLE AS
DIFFUSER OR VASE
STEM



PREMIUM CAP WITHOUT
PLASTIC INSERT, 100%
RECYCLABLE



WOODEN BOXES FROM
FRANCE AS PACKAGING

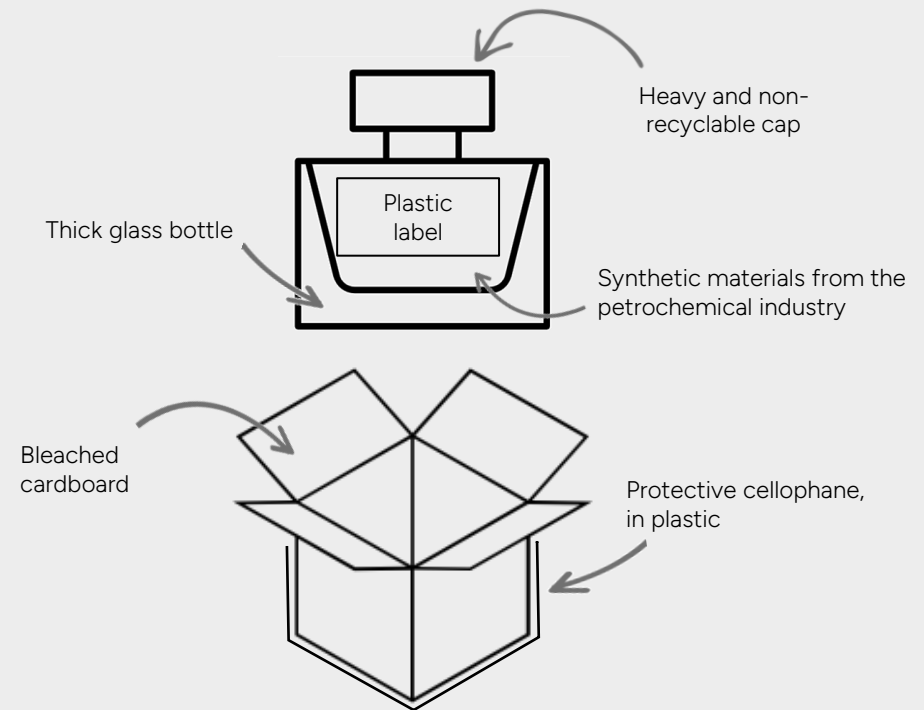
UNCOMPROMISINGLY ECO-DESIGNED PACKAGING THAT REMAINS WITHIN THE CODES OF LUXURY



AEMIUM


VS

THE OTHERS



LOCAL, RESPONSIBLE AND COMMITTED APPROACH



- The supply chain has also been designed to limit the carbon footprint. From the sourcing of components from national players to the location of the production workshop and logistics center, nothing was left to chance.
- AEMIUM has chosen suppliers and service providers anchored on the French territory for many years, some of them in their "industrial valley" for more than a hundred years.
- AEMIUM is a  member and give 1% of its turnover to a NGO

