

# The Different Company



Paris

Parfum, voyage, émotion...\*

\*but not for everyone



*Once upon a time...*

In 2000, Jean Claude Ellena and Thierry de Baschmakoff founded The Different Company and launched this incredible project which now epitomizes the French Contemporary Haute Parfumerie.

Create without constraints on the costs, explore new olfactory territories, find out what makes fragrances truly exceptional has always been at the heart of the brand.

To end the winter of luxurious fragrances...

**T h e ≠ C**

*Our vision ...*

...since 2000 is to bring different, contemporary and elegant perfumed emotions because you are not everyone, because a refined pleasure is of the essence.





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...bring a contemporary vision to the millennial art of fragrance creation and provide an infinite, refined and elegant pleasure with our scents.



*Each of our fragrance is unique...*  
...exceptional ingredients in amazing proportions, innovative accords and materials, it is our quest for olfactory perfection and new olfactory territories. Always with style and elegance.

April 20; Listvyanka - It's all coming together...  
 I feel lost between East and West. I need to go  
 back home.

The «De Bachmakov» perfume reveals this subtle  
 balance, this unexpected encounter in the far rea-  
 ches of Russia. A vivid contrast between graceful  
 beauty and vigorous energy. Lost in these great  
 expanses, a woman, subtly provocative sets sight

on a man. Bliss and drama dance together to the sound of  
 violins and other balalaikas.

We have traveled the world...

...to choose the ingredients, trees, plants and stories for our  
 fragrances. Jean-Claude Ellena in the forbidden City for  
 Osmanthus, Bertrand Duchaufour in Laos to choose the Oud  
 plantation, Thierry de Bachmakoff in Russia to get the inspiration  
 for Bachmakoff.



Naix Muscade épice  
 Мускатный орех



Хороксы  
 coriandre épice

Bergamote  
 Дурьяном  
 Note de Fraîcheur



feuille de Shi-so  
 Треница  
 florant





Thierry de  
Baschmakoff

Jean-Claude  
Ellena

Céline  
Ellena

Christine  
Nagel

Bertrand  
Duchaufour

Emilie  
Coppermann

Corinne  
Cachen

Delphine  
Jelk

Alexandra  
Monet

### *Our team...*

... is one of a kind. Under the artistic direction of Luc Gabriel our CEO, The Different Company proposes an open field for creativity and gathers unique perfume composers among the best worldwide and Thierry de Bachmakov, our Art Director for Design, former Art Director of Asprey and Lalique our master of Style.

Luc Gabriel has grown surrounded by fragrances in his mother's perfume store in Paris. In 2004, he decided to embark on The Different Company's amazing adventure.

Before owning The Different Company, Luc has experienced various management positions in his previous business life whether as a consultant for Mc Kinsey & Cy or CEO for firms in the service industry. Born and raised in Paris, with Syrian, Haitian and French ancestors, he is also a musician and photographer, a cuisine and wine amateur, a pilot of planes and motorbikes, very much involved in the defense of a true Haute Parfumerie as an art.



Luc Gabriel  
Président et CEO



*Juste Chic Collection, contemporary luxury*  
 A gift box which includes our brand new 100 ml  
 refillable bottle with its velvet pouch and a metal  
 funnel..  
 Because *The Different Company* is the first eco  
 conscious alternative brand.



Parfum, voyage, émotion...\*  
 \*but not for everyone

100ml

*Juste Chic, just magical...*

A luxurious magical box protected by a high end mat paper and an invisible protection film, with a real silver hot stamp.





*Not a bottle...*

... a piece of art. All ingredients are screen printed in real platinum, one of the most precious metal on earth, the pump is totally invisible, the cap is in one piece making it easy to unscrew the pump and refill the bottles.



*L'Esprit Cologne, the most luxurious Eau de Toilette...*

The same box and accessories as in Juste Chic, what a treat !

A pure grey and white environment, signature of our Collection, a white hot stamp to underline the purity of the line. Each fragrance has its own color.



*Still not a bottle...*

The 100 ml refillable bottle is covered with a white metal cap, a screen print also in white with the list of the main ingredients for each fragrance, a perfectly invisible pump.

Certainly one of the most luxurious Eau de toilette available....

*Collection Excessive, the utmost in haute parfumerie*

Our most precious collection. Complex, creative and powerful fragrances with a rich concentration and the most exquisite ingredients available on earth. Presented in 50 ml bottle in a gorgeous specific magnetised wood box.



## Our collections recap

### L'Esprit Cologne

The spirit is Cologne, the concentration is Eau de Toilette, the creation is a parfum.

100 ml refillable \$125 - 6 fragrances

### Juste Chic

The reference of the house reinventing the origins of Haute Parfumerie with a contemporary vision.

100 ml refillable  
\$195 - 7 Eaux de Parfum  
\$175 - 3 Eaux de Toilette

### Collection Excessive

Rare and precious natural ingredients concentrated in powerful and complex fragrances. The utmost luxury in fragrance creation.

50 ml \$235 - 4 fragrances



Access



Amateur



Perfumista

SAHLING  
dufte



*Around the world...*

*In different stores...*



*With our own concept furniture...*



## Even a Bar à Parfums



### EXAMPLE OF IMPLEMENTATION OF COLLECTIONS

- ① "COLLECTION CLASSIQUE"
- ② "COLLECTION EXCESSIVE"
- ③ "L'ESPRIT COLOGNE"
- ④ LEATHER
- ⑤ CANDLE

PARFUM PAR JEAN-LUC SECRET



DANS UN



**Se promener dans les bois**

**Comment?** En suivant la piste de ces nouveaux chemins olfactifs.

Si les notes boisées ont définitivement conquis les produits masculins, elles sont de plus en plus appréciées par les femmes. Pour la piste des ménages, la parfumerie sélective propose d'accorder tout le monde autour d'une même essence. Les amoureux des grandes balades dans la nature tomberont sous le charme de Vetiver Veritas, d'Heeley, une bouffée d'herbes sèches avec une touche de menthe fraîche. Mûlant, chaud, vivifiant et épicé, Jump, de Detaille, évoque un week-end sensuel au coin du feu. Quant à ceux qui ne rêvent que de chateaux, l'oud, avec son odeur cuirée presque animale, est idéal. En version orientale chez Annick Goutal, il offre une facette plus fleurie à l'Atelier Cologne. Enfin, les grands voyageurs suivront, avec Le 15, de The Different Company, la trace du palo santo, un bois utilisé par les chamans comme offrande aux dieux. Délicat et envoi-rant. **N. A.**

1. Le 15, The Different Company, 139 €, thedifferentcompany.com  
2. 1000 Ouds, Annick Goutal, Les Ambulances, 195 €, annickgoutal.com  
3. Vetiver Veritas, Heeley, 195 €, haeleey.com  
4. Jump, Detaille, 195 €, detaille.com  
5. Oud de Damas, Annick Goutal, Les Ambulances, 195 €, annickgoutal.com



## What the press says about us

« Oud Shamash, a major oud. » Grazia

« Pure eVe, a beautiful fragrance musky and unisex » The Good Life

« Oud Shamash explores the most profound and mysterious resinous facet of the Oud. » Citizen K

« Pure eVe evokes an evanescent calisson on the skin » Le Monde Magazine

« Pure eVe, a summer vacation in the land of enchantement » Rush

« The collection looks as good as it smells, with bottles to suit a minimalist boudoir » W

« Jasmin de Nuit is to Jasmine what Pirelli is to rubber » NYT magazine

« The perfumes are also delightfully different » Wallpaper

« Sel de Vetiver, A surprisingly masculine blend of Damascus rose, spicy bay, coriander and pepper. Bold and sexy. » Wall Street Journal

« The 50 best scents : This new fragrance, wich is both salty and sweet, really stands out in the crowd. » The Independent

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To go further

## Collection Juste Chic

The reference of the house, with unique elegant, contemporary fragrances ... and a difference.

Fragrance	Family	Key words	Notes	Perfumer
<b>ADJATAY, cuir narcotique</b>	Woody	A devilish sensuality, a forbidden (un)sweet you devour out of greed that glows in the shadows of a powerful Djinn, Adjatay, the prince of perfumed chills.	Mandarin, Ylang-ylang; Tuberose, Jasmine, Heliotrope; Leather accord (Castoreum, Styrax, Papyrus), Tonka beans, Sandalwood, Musk.	Alexandra Monet
<b>BERGAMOTE</b>	Citrusy	THE Bergamote. 70% natural essence of Bergamote oil, the most concentrated on the market and the most beautiful.	Bergamot, Ginger, Orange blossom, Green notes, Rhubarb wood, Musk	Jean-Claude Ellena
<b>DE BACHMAKOV</b>	Oriental Aromatic	The scent of Russia, the ice of Siberia in winter, the warmth of the tundra in Summer, a unique Shiso effect. Icy hot.	Coriander leaves, Bergamot, Fig, Shiso leaves, Nutmeg, Freesia, Cedar wood, White Musk	Céline Ellena
<b>ORIENTAL LOUNGE</b>	Oriental spicy amber	Unique because of the Caloupilé spice, the 1 001 nights in a bottle.	Caloupile, Soft Pepper, Bergamot, Red Rose, Satin wood, Amber, Tonka bean, Labdanum	Céline Ellena
<b>OSMANTHUS</b>	Light floral	The emotion of a Chinese garden in the Forbidden city. One of the best of Jean-Claude Ellena.	Bergamot, Mandarin, Orange, Osmanthus, Rose, Green notes, Musk, Rose berry, Castoreum	Jean-Claude Ellena
<b>PURE EVE</b>	Oriental White muscs	A true skin fragrance, exceptionnal muscs, our best seller. With a note of Calisson, a cookie from south of France. Long lasting	Aldehydes, Flax blossom, White Rose, Mimosa, Calisson, Musk, Cedar wood	Céline Ellena
<b>SEL DE VETIVER</b>	Woody	25 % of natural Vetiver vs 5 % for other brands, first « salty » fragrance ever, the feeling of the sun on the beach.	Cardamom, Grapefruit, Vetiver of Haïti, Patchouli, Geranium, Lovage, Sea Salt, Iris, Ylang-ylang	Céline Ellena
<b>SENS ET BOIS</b>	Woody Spicy	Woody, spicy, smoky. Pepper and white Violet.	Black Pepper, Bergamot, Ginger, Incense, White Violet, Verbena, Sandalwood, Cedar wood, Elemi, Patchouli	Céline Ellena
<b>SUBLIME BALKISS</b>	Modern Chypre	Mysterious scent, fruity and floral, fresh Cassis, Patchouli. Addictive, best seller. Name of the queen of Sheba, a star fragrance for a star.	Violet, Bergamot, Blackberry, Blackcurrant, Blueberry, Damascus Rose, Lilac, Lily of the valley, Patchouli, Heather, Cocoa powder	Céline Ellena
<b>UNE NUIT MAGNETIQUE All Night Long</b>	Woody and floral	Floral amber, long lasting. The last and latest creation of Christine Nagel as independant perfumer. A deep magnetic fragrance.	Ginger, Blueberry, Bergamot, Egyptian Jasmine, Damascus Rose from Turkey, Tuberose, Prune, Amber wood, Benzoin, Patchouli, Amber, Musk	Christine Nagel

## Collection L'Esprit Cologne

The freshness of Cologne opening, a true Eau de Toilette in the style of the house, creative and qualitative but more accessible to new comers to the niche fragrances.

<b>AFTER MIDNIGHT</b>	Oriental Balmy	The first Cologne for the night, warm, sensual and universal. A Citrus opening and a balmy and amber heart.	Bergamot, Angelica, Neroli, Iris, Lentisc, White Jasmine, Cinnamon, Benzoin balm of Siam, Labdanum, Ambrette seeds, White Musk	Emilie Coppermann
<b>KASHAN ROSE</b>	Floral	A splendid Rose bouquet freshly cut in Kashan, a city in Persia that grows rose for 1 000 years. Delicate and long lasting	Cardamom, Pink berry, Litchi, Garden Rose, Hawthorn, Peony, Sage, Ambrette seeds, Sandalwood, Musk	Emilie Coppermann
<b>LIMON DE CORDOZA</b>	Citrusy	A pure citrusy... without citrus. The kingdom of the white Neroli, for a Mojito effect. Mendoza and Cordoba combined in an imaginary city, Cordoza.	Bitter Orange, Zest of Mandarin, Mint leaves, Black Pepper, White Neroli, Freesia, Patchouli, Vetiver, Gaïac wood	Emilie Coppermann
<b>SOUTHBAY</b>	Fresh Fruity	Party time in Miami, where the grapefruit comes from.	Grapefruit, Mandarin leaves, Tamarind, Grapefruit wood, Wild Rose, Freesia, Vetiver, Sandalwood, Suede	Emilie Coppermann
<b>TOKYO BLOOM</b>	Aromatic	The 5th season in Japan when the cherry trees blossom, a soft green wind, and a tasty and crunchy blossom	Basil, Giant fennel, Dandelion, Blackcurrant, Star Jasmine, Cyclamen petals, Gaïac wood, Musk, Amber	Emilie Coppermann
<b>WHITE ZAGORA</b>	Soft orange flower	The freshness of the oasis, Zagora in Morocco, where the orange flower come from. A reinvention of the orange flower.	Neroli, Citron, Bergamot, Orange blossom, Peach flower, Tuberose, Osmanthus, White Musk, Amber	Emilie Coppermann

## Collection Excessive

Rare and precious ingredients in complex and fascinating fragrances.

<p><b>AUORE NOMADE</b></p>	<p>Exotic floral</p>	<p>Travel in the exotic islands at sun dawn, the only fragrance of this type in the world</p>	<p>Banana flower, Star fruit, Cinnamon, Marine notes, Rum CO2, Davana essence, Essential oil of Ylang-ylang, Geranium of Egypt, Clove, Frangipani tree, Nutmeg, Immortelle absolute, Sandalwood, Amber, Vanilla, Musk</p>	<p>Bertrand Duchaufour</p>
<p><b>I MISS VIOLET</b></p>	<p>New Floral leather</p>	<p>Must have from the trend in Violet, a nubuck sensation, fresh, with violet and liquid notes</p>	<p>Violet Leaves, Basil of Vietnam, Mandarin, Ambrette seeds, Champagne, Nutmeg, Osmanthus, Violet, Iris, Mimosa, Cyclamen, Ozonic note, Leather notes, Mahogany, Vanilla, Musks, Grey Amber</p>	<p>Bertrand Duchaufour</p>
<p><b>LOUD FOR LOVE</b></p>	<p>Feminine Oudh</p>	<p>The fragrance for true love, with real Aoud from Laos, an arabian/wetern fragrance, the most beautiful Oudh.</p>	<p>Aldehydes, Syrupy notes of Whisky, Coriander, Saffron, Cumin, Tuberose, Sandalwood, Ylang-Ylang, Iris, Clove, Oudh of Laos, Immortelle absolute, Vetiver of Haïti, Patchouli, Soft Musk, Amber, Absolute Cestrum, Hyrasceum infusion, Heliotrope, Caremlized notes, Resinoid Tolu</p>	<p>Bertrand Duchaufour</p>
<p><b>LOUD SHAMASH</b></p>	<p>Masculine Oudh</p>	<p>The Sun God Shamash, spices and Amber, a true Oudh from Laos</p>	<p>Rum CO2 of Jamaïca, Saffron, Cinnamon of Ceylon, Rose berry , Davana essence, Damscus Rose from Turkey, Nagamotha, Saint Thjomas berry, Oudh from Laos, Patchouli, Cist absolute, Sandalwood, Grey Amber, Leather notes, Vanilla of Bourbon, Resinoid Tolu</p>	<p>Bertrand Duchaufour</p>

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