



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
PERFUMERS
J. FLORIS LIMITED
LONDON



BY APPOINTMENT TO
H.R.H. THE PRINCE OF WALES
MANUFACTURERS OF
TOILET PREPARATIONS
J. FLORIS LIMITED
LONDON

FLORIS
LONDON

BRITISH FAMILY
PERFUMERS SINCE 1730

A historic family business, looking to the future

You will doubtless have read somewhere that the retail landscape is changing. The news is filled with reports of how the world is getting smaller, while big brands grow ever more powerful. In British luxury, the past 10 years has seen dozens of independent companies swallowed up into corporate businesses, and for many small firms, old and new alike, this new world is a challenging place to be. Thankfully, at Floris, we find ourselves in a unique position.

For nearly 300 years, through good times and bad, the one constant in our story has been our family owned perfumery. We've always had full creative direction over the fragrances we introduce, and a clear idea of our company philosophy – something that we are hugely grateful for today. Sometimes it might feel like our familial make-up holds us back (certainly, it affects the decisions we make) but in a world that's peppered with hard-sell marketing and more throwaway product than you could shake a stick at, we take great pride in our independence.

After all, the Floris of today is built on almost three centuries of expertise, a rich historical archive and a diverse collection of scents. Our fragrance house has developed a sustainable yet innovative approach to perfumery, and long-lasting relationships with our customers, as well as finding ethical ways to access the world's most precious perfume ingredients.

In telling our story, and in putting our customers first, we hope to offer something special to those seeking something genuinely unique. We enjoy

the freedom that this gives us. It allows us to work on the kind of projects we believe befit a fragrance house like Floris, and means that we don't have to take any shortcuts. We are proud to be custodians of Floris for future generations and we strive to hand the company to our children and grandchildren in a position of confidence, security and vitality.

We also want our fragrance to be an affordable luxury, something to be enjoyed by people of all ages and from all walks of life. Whether you've never set foot in 89 Jermyn Street (if not, we hope you will soon), or you often stop by to chat with us in the shop, we want all our customers to feel a strong affinity to our home. We work here every day, develop our fragrances here, work with bespoke customers here, and often you'll find us having a lot of fun here.

Of course, perfumery is a serious business, too. The perfumer's art can ignite the senses and vividly recall our memories, enriching the most precious experiences in our lives. Creating scents that make you feel special or mark an important moment for you is essential to us, and with your support, we plan to do that for another 300 years to come.

Thank you for taking the time to read this. We hope you enjoy this year's Floris book, and that you'll visit us soon.

JOHN, EDWARD & EMILY BODENHAM

SHELF LIFE

Refresh for the year ahead with these four Floris grooming favourites that have each stood the test of time

NO. 1

Lasting impressions

A favourite of the Floris family since it was created in 1979, Elite is a fragrance to return to time and again. Its beauty lies in its layers. At its heart are smooth, herbal notes of bay, lavender and fir balsam, lifted with a cool citrus-floral twist courtesy of bergamot, ripe lemon and orange. The result is a subtle fragrance with a nostalgic quality that's nonetheless fresh and complex. Warming amber, oakmoss, cedarwood and musk make for an elegant finish to the scent's character as it's worn and responds perfectly with the skin. Whether you're returning to Elite, or trying it for the first time, it's a refined scent that's bound to impress.

ELITE EAU DE TOILETTE
\$135 for 100ml



NO. 2

Smooth manoeuvres

This fragrance forms part of our Private Collection, and it's one of the most captivating scents we hold. Known for its smoothness, the formula strikes the perfect balance between rich rose, golden English honey and deep notes of oud oil, and is a cult favourite among many of our customers. The piquancy of the honey emerges first with subtle vanilla undertones, before leading into the oud heart note as it settles on the skin. As it develops, a hint of musk rounds off the scent into a rich, sophisticated experience. Owing to its precious ingredients, we only blend Honey Oud in small batches.

HONEY OUD EAU DE PARFUM
\$235 for 100ml



NO. 3

Gold standard

Grooming has been part of the Floris story since 1730, when our founder, Juan Famenias Floris, established 89 Jermyn Street as a barber's shop. Made in London this shaving brush is true to our barbering heritage. The handle is finished in 14-carat rose gold plate and the bristles have been developed to provide a soft, dense brush surface that retains its shape. The fine tips of the hairs create a smooth lather with our Gentleman Floris shaving range to lift and soften stubble for a comfortable, close shave.

ROSE GOLD-PLATED
SHAVING BRUSH



NO. 4

Coming up roses

Freshen up your morning routine with Floris's rose mouthwash. A sophisticated alternative to overpowering peppermint, we add pure rosewater to this concentrated mouthwash formula to create its subtle floral flavour. The soft pink hue is timelessly elegant, and we decant the mouthwash into our signature frosted glass bottle, so it'll look as good in your bathroom cabinet as it tastes. Add a couple of drops to a small glass of water every morning and night – your breath will be delicately scented all day long.

ROSE MOUTHWASH
\$55 for 100ml



BESPOKE

MEMORY LANE

Our in-house perfumer, Nicola Pozzani, reflects on what makes our bespoke service unique. Apparently, it's all in the mind



Fragrance connects us to our memories. In fact, smell is the only sensor that sits in the same region of the brain as our memory. It's easy to forget that our olfactory sense is deeply personal, and shapes our different thoughts and experiences as we move through the world.

I learned this at the Università dell'Immagine in Milan. In English it's called the University of the Image, and it was dedicated to the study of the five senses. It prepared students for creative careers, whether in art, design or, in my case, perfumery. My time at university taught me that fragrances work in a subtle creative language; a scent can connect with a person on an emotional level when it's blended with them in mind.

When there was an opportunity to work with Floris in London, I jumped at the chance. Creating fragrances one-to-one is the most exciting part of what I do. It's a uniquely personal experience, and very few (if any) other fragrance houses are offering such an elevated service today.

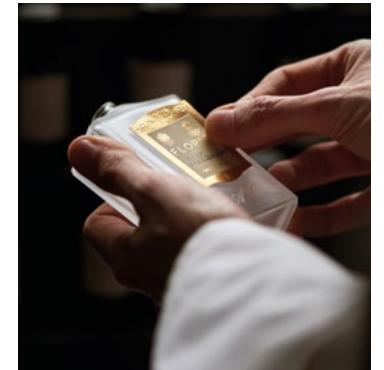
When a customer visits Floris to commission their own scent, we sit and spend some time together. It's important that I understand something of their personality, and what they want the scent for. Of course, everyone is different, so during a consultation we'll spend time choosing ingredients that the customer connects with and enjoys, or wishes to remove from the process.

Then it's down to me to blend our chosen notes into something that translates the customer's taste and sense of style, or maybe something that suits a particular occasion – a wedding, a job interview or an anniversary, perhaps. Sometimes, wearing a hand-blended fragrance is the perfect way to crystallise your own personal experience during one of life's special moments.

This is where the power of memory comes in. Consciously or unconsciously, every moment in life has a different scent attached to it; a certain flower has the power to conjure memories of your mother's garden, the smokiness of burning wood or charcoal can take you back to a lazy summer afternoon barbecue with friends, and in cookery certain smells take a person back to their childhood kitchen, for example.

In our bespoke consultations, we always talk about memories with our customers. As we test different accords, we'll choose particular ingredients based on their emotional impact. I love those moments when we unlock something during a consultation, and a customer's brain reminds them, "You've been here before, remember?" It can happen out of nowhere, but it's always special.

Fragrance is invisible, but it has the power to evoke old memories and shape new ones. When I blend a perfume, it only takes a few hours, but it can stay with you for a lifetime.



BOOK A BESPOKE CONSULTATION

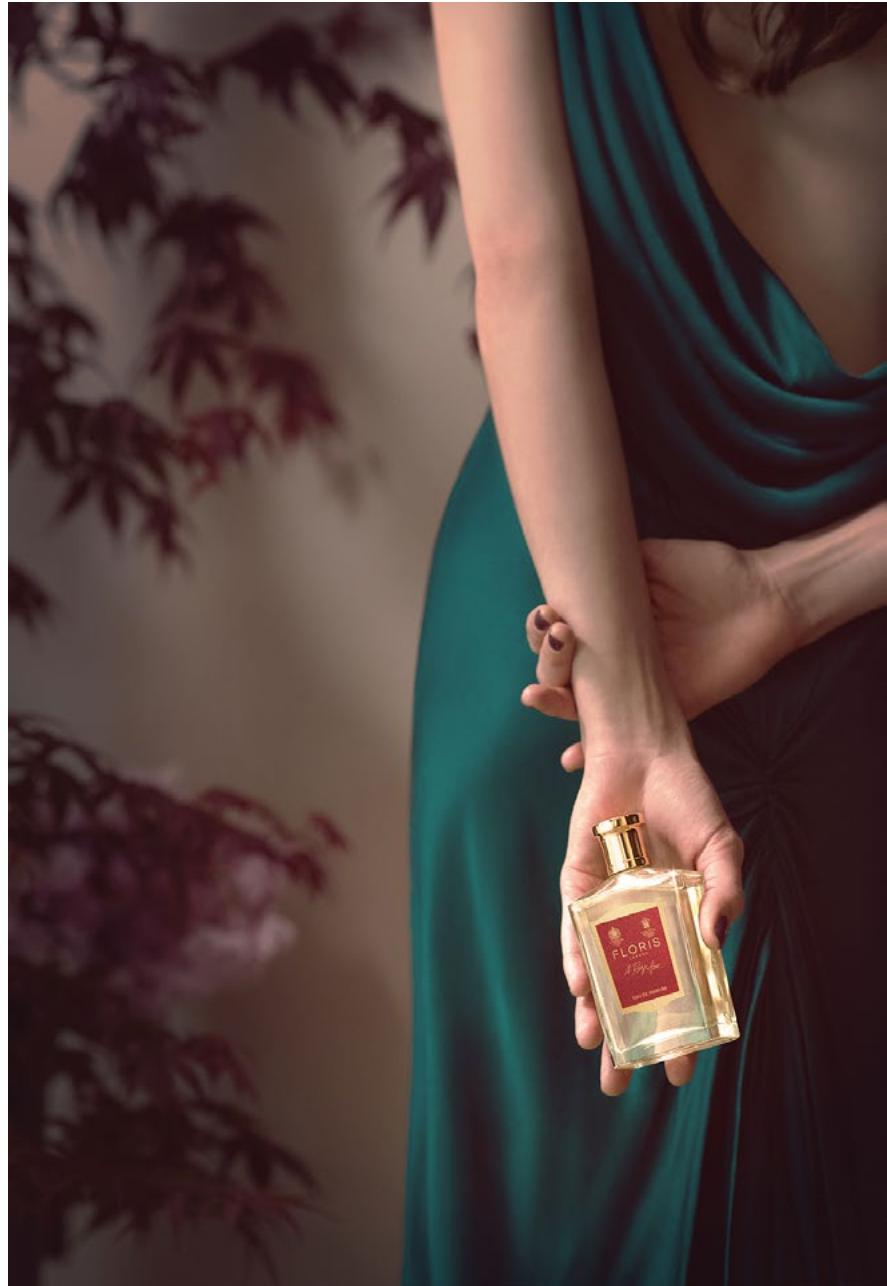
Visit Nicola or Penny Ellis at 89 Jermyn Street to discover our bespoke services. We offer fragrance customisation (£450) and perfume design (£450). Read more at florislondon.com

NEW

A ROSE FOR...

Our new perfume gives a whole new lease of life to a traditional floral scent

Understanding florals is an essential element of the perfumer's art. In fact, humankind has been wearing rose perfume since approximately 3000BC. Ancient Egyptians used rose water to scent their hair, for example. Nowadays, things are a little different. The appeal of rose scent is timeless, but, given a modern treatment, it takes on a new, dynamic quality. In 2015, our Perfumery Director, Edward Bodenham, paid a visit to Marrakech, and was struck by the intense, vibrant smells of Morocco's rose fields. The result is A Rose For..., a complex creation that transports the wearer through the rose's numerous incarnations. The fragrance is crafted from fine Moroccan and Bulgarian rose petals that are harvested at dawn, giving a fresh, multi-faceted take on a traditional scent. And if you're in need of further proof that floral scents are enjoying a deserved renaissance, read the thoughts of three dynamic Londoners (see right) who are just as passionate about florals as we are.



SALIHA MAHMOOD AHMED

Doctor, MasterChef champion

A woman of many talents, Saliha combines her responsibilities as an NHS gastro doctor with a love of cooking, which led to her winning MasterChef in 2017. "For me, scents conjure up memories, and connect the past with the present," she explains. "I have memories of walking around the rose gardens of Srinagar, Kashmir, with my family as a child, and the scent of roses wafting through the air alongside jasmine and the smell of damp earth. It's a memory that has always stayed with me. I'd wear A Rose For... on similar walks today, through the countryside on balmy summer evenings."



FLORENCE KENNEDY

Florist and founder of Petalon

Uninspired by her former office job, Florence transformed her passion for flowers into Petalon in 2013. Today, it's one of London's leading independent florists, delivering hand-tied bouquets across the capital on handmade bicycles, and by post throughout the UK. As you might imagine, she knows a thing or two about florals. "I'm quite particular," she says. "I love that certain smells reconnect me to people and places. Different floral scents evoke lots of memories for me. For instance, the smell of fig tree blossom during summer transports me back to my childhood garden."



TESSA CLARKE

Founder of food sharing app OLIO

Raised on her parents' dairy farm in North Yorkshire, Tessa knows what it takes to produce wholesome food. Frustrated by the amount of food waste in our society, she created OLIO, an app for sharing unwanted food around local communities. "Scent is amazing because it can instantly transport you back in time, as if you're a time traveller. I find it incredibly nostalgic for that reason – it connects you with the 'you' of years gone by. The scent of roses reminds me of the wild English roses that I used to smell when out riding my pony as a child, and of the roses in my mum's garden, too."



ADVENTURE

ONCE UPON A HIGHLAND TALE

Our Perfumery Director, Edward Bodenham, takes a trip in search of inspiration, and a wee dram...

Islay was one of our 'By Request' scents launched into the 2018 collection, but its evolution wasn't as straightforward as you might imagine. Often, when we create a fragrance, no matter its inspiration, it comes into being through a circuitous route.

I'd been experimenting with an ingredient called cade oil. It really divides opinion. Many people either love it or have a strong dislike for it, whereas I became quite obsessed with it. The smell intrigued me; it's smoky and has facets similar to the smell of burning coal or tar, and is the kind of scent you would naturally associate with a peaty whisky.

Undaunted, I thought it would be very interesting to create a fragrance with cade oil at its heart, and I tried a few ideas to make it work. Adding different elements to the oil to create a scent that people connected with positively – and to bring it to life – was my aim, and rather a challenge too.

Then came the next piece of the puzzle. We know the Kilchoman Distillery on Islay through a mutual friend, and like us they're a small family business; the father works with his three sons. They were keen to collaborate with us, and sent down two of their whiskies, the Machir Bay and 100% Islay blends, for us to experiment with. Both whiskies informed a lot of our work on the fragrance; it was interesting and inspiring to incorporate several of the tasting notes from both blends when working on the scent.

After much trial and error, I landed on a blend that I felt worked. We tried to add a marine note, to channel something of Islay's rugged coastline, but it didn't work with the idea I had in my head. So I decided to try an earthier route by adding galbanum to the scent, which hints at Islay's thick gorse, and then opted for more of a floral, citrus quality. The fragrance's bergamot note relates to the citrus notes in Kilchoman's Machir Bay whisky. Finally, the addition of orris root butter adds smoothness, and picks up on the floral top notes in 100% Islay.

Of course, all this hard work is a thirsty business, so we felt a visit to the island to show off our handiwork was due. Up we went, first to Glasgow, and then via an ever-so-slightly precarious bi-plane to Islay itself. The bi-plane crosses the Firth of Clyde, and the views of Islay as you come in to land are stunning; ocean waves lapping mottled granite rocks, dark green heather rolling up into ochre mountains. It's a truly beautiful place.

We spent two days on the island in glorious sunshine, and received a warm welcome from Islay Heads, Kilchoman's General Manager, who talked us through the distillery's own creative process.

“The plane crosses the Firth of Clyde, and the views of Islay are stunning. Ocean waves lapping granite rocks, dark green heather rolling up into ochre mountains”

The smells in the distillery are a fragrance fanatic’s dream; the malty smell of mash tuns, the ‘oakiness’ of the barrel room, rich with ageing casks, and the sharp smell of spirit that cuts through the air in the still room. We also borrowed the distillery’s Land Rover and visited Machir Bay to soak up the rugged landscape that inspired our new fragrance.

And of course, when we’d finished touring, we celebrated with a dram in the local pub, where we also enjoyed the company of other visitors and the distillery’s team. It turns out even the landlady in our guest house (Loch Gorm House, if you ever visit) is a Floris fan. After such a kind reception, we were sad to leave the island after just two days.

Nevertheless, our brief visit reinforced our pride in the new Islay fragrance. Much like fine whisky, Islay’s profile changes over time. On the first spray you experience its citrus top notes, then the strong, smoky notes that form the fragrance’s heart, before the scent softens a little and radiates its warmth throughout the day. You might even say it mellows in the same way that a good whisky softens when mixed with a few drops of water, and we like to think it has a lovely warmth and roundness to it – like the best Scotch in the Hebrides.

We’re proud to have introduced the fragrance into our ‘By Request’ series this year. It was produced in a small batch of 150 bottles – and we hope that the lucky few who were able to purchase Islay from this limited run will get as much satisfaction from wearing it as we did from creating it. As they say on Islay, “Slàinte!”



OUR VISIT TO ISLAY

Clockwise from top left: The barley fields owned and tended by the Kilboman Distillery; the bottle of Islay that travelled to Scotland with us; Machir Bay in all its glory; the distillery at work; bottling Kilboman’s finest whisky



MAKING HISTORY

Our Ledger Series shines a light on Floris’s past

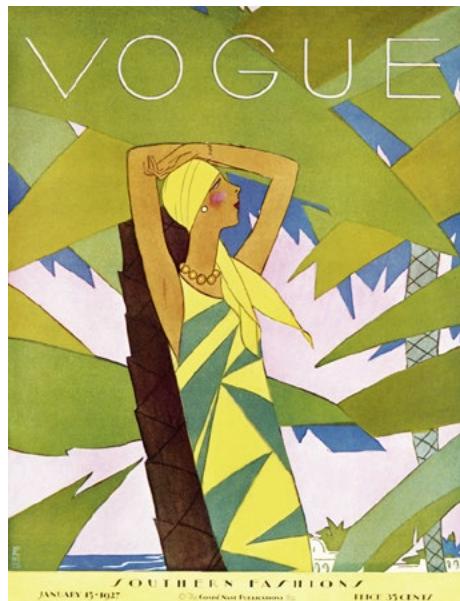
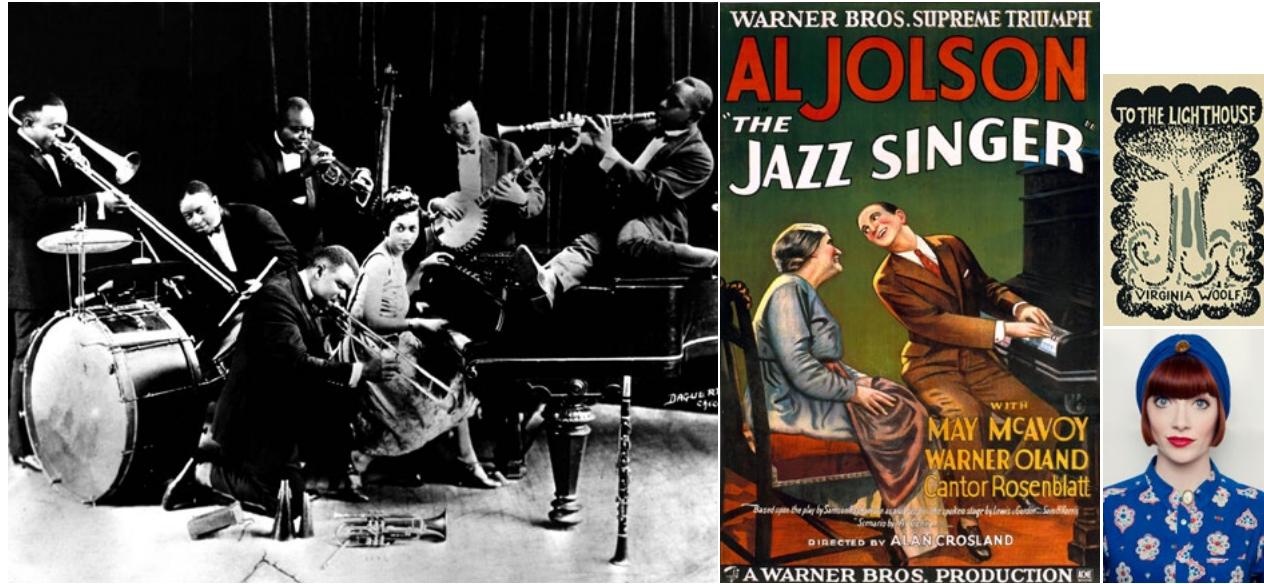


**O1
A MOMENT WITH MARILYN**
Marilyn Monroe was an admirer of our Rose Geranium Eau de Parfum. She ordered six bottles using her secretary’s name in 1959 – we’ve got a receipt in our archive to prove it. It’s a chic floral fragrance with subtle citrus top notes, worthy of Hollywood’s most famous pin-up.

If there’s one thing we hold to at Floris, it’s that choosing and wearing a fragrance is a distinctly personal business. Our archive holds a wealth of windows into the past, including formulas, historic notes, letters and receipts that record the tastes of some of the last century’s most notable celebrities, style icons and business leaders. Today, we recreate some of these precious scents in small, limited-edition runs, remaining true to the original formulas. They’re named the ‘Ledger Series’ in homage to the stories they tell. Read on for three of our favourites from the collection, worn by the likes of Oscar Wilde, Sir Laurence Olivier, Marilyn Monroe and many others besides. The Ledger Series is only available at 89 Jermyn Street and on display in our museum.

**O2
WILDE AT HEART**
“Life is a question of nerves, and fibres, and slowly built-up cells in which thought hides itself and passion has its dreams,” wrote Oscar Wilde in *The Picture of Dorian Gray*. An admirer of all things refined, Wilde favoured our Malmaison scent, and often visited 89 Jermyn Street. The ingredients are no longer available, so we’ve blended an ‘Encore’ edition, instead.

**O3
BLITHE SPIRITS**
Noël Coward wore our Sandalwood cologne, and even referenced Floris in his play *Hay Fever*. Sandalwood’s woody profile offers a complex experience, with star anise, black pepper and cardamom, befitting an aesthete as meticulous as Mr Coward.



TIME TRAVEL

CATCH THE SCENT

Fashion historian Amber Butchart lifts the lid on the decade that inspired our newest edition of the Fragrance Journals: The Roaring '20s

The 1920s is an era that has always fascinated me, and feeds into my personal style on a daily basis – as is demonstrated by my bob haircut and predilection for turbans. Perhaps it's because the position of women altered so significantly in this decade.

In 1918, a parliamentary act was passed to give the vote to some property-owning and university-educated women over the age of 30. This signalled a victory for suffrage campaigners and a step towards political equality for British women. In 1919, just as the decade kicked off, Nancy Astor became the first woman to take her seat as an MP in the House of Commons. At the decade's close, an act of 1928 gave women the vote on the same terms as men.

Following these victories, women's new-found political and social emancipation was reflected in the fashions of the day, through shorter hemlines and less constrictive foundation garments, which allowed for greater ease of movement, especially on the dance floor.

And 1927, the year that inspired Floris's newest edition of the Fragrance Journals, saw no end of significant moments in this vein. To begin with, Virginia Woolf published her fifth novel, *To the Lighthouse*, leading American Vogue to write: "She once more proves herself to be a writer with astonishing intuition and mistress of a style that can make the obscurest processes of thought and emotion luminous."

At the same time, European avant-garde art flourished, as did the Bauhaus design school in Germany. In Paris, artists like Sonia Delaunay and Elsa Schiaparelli pushed the boundaries of Modernism, too, in both decorative and fine art.

The silver screen also began to exert its influence, as 1927 saw a number of cinematic hits: in Britain, Alfred Hitchcock's silent film thriller *The Lodger: A Story of the London Fog* was released, while in America the cultural phenomenon of the 'flapper' was celebrated in Clara Bow's *It* – leading to the rise of the popular compliment 'It Girl'.

Floris's chosen year also saw the release of *The Jazz Singer*. The first feature-length narrative film with



Our 1927 Eau de Parfum is a confident citrus fragrance that brings to mind the optimism, glamour and energy of the Jazz Age. It blends top notes of bergamot and mandarin with a complex heart of mimosa and violet, tempered with musk, patchouli and vanilla

synchronised sections of dialogue and music, this landmark movie gave birth to the 'talkie', signalling the end of the silent film era.

Sport increased in popularity throughout the 1920s. This was also linked to the increasing liberation of women throughout the decade, as it became not just acceptable but even fashionable for women to engage in demanding physical exercise. In 1927, Mercedes Gleitze became the first British woman to swim the Channel, and the '20s also saw the French tennis ace Suzanne Lenglen become one of the world's first female sports stars. Lenglen's Jean Patou-designed dresses, with their 'racy' short sleeves and hemlines, marked her out as a style icon as well as a tennis great.

Of course, this egalitarian era was epitomised in fashion by Chanel's Little Black Dress. In 1926, American Vogue featured a simple black design by Chanel for the first time, and predicted it would become the "style uniform" of the age. The simplicity of the 'LBD' became Chanel's answer to Ford's Model T, at a time when Henry Ford's assembly line was revolutionising car ownership. Vogue even christened the little black dress "Chanel's Ford".

The '20s were a time of immense change, and their impact is still felt today by women – and men – all over the world. It's a fitting time for Floris to celebrate. To quote Al Jolson in *The Jazz Singer*, "Wait a minute, you ain't heard nothin' yet."



89 JERMYN STREET

WITHIN THESE WALLS

89 Jermyn Street is the beating heart of Floris. It's been our ancestral home since 1730, and its Grade II-listed walls have been in place for longer still. If those walls could talk, here are some of the stories they could tell...

FLIGHT OF FANCY

Admiral Lord Nelson's mistress, one Lady Emma Hamilton, was ensconced by Nelson in the room on the top floor of No. 89 in the 1810s. We're told she was an admirer of our White Rose perfume.

BY ROYAL APPOINTMENT

Outside our shop hangs the oldest surviving Royal Warrant in the world, bolted to No. 89's external first floor wall. It was bestowed on the house by George Augustus Frederick of Hanover in 1820, when he was Prince Regent. Ever generous, we received another from him after he was crowned King George IV.

BRIGHT IDEAS

Sir Isaac Newton lived next door to our shop at No. 88 between 1696 and 1700, before we'd even moved in. Who knows what clever thoughts he had during his time on Jermyn Street. It's a shame there aren't any apple trees near us...

A CLOSE SHAVE

Piccadilly marketplace stands opposite our shop and next to St James's church. The space is used as a marketplace today because a bomb landed there during the Blitz, flattening the area and blowing out our windows in the process. Even so, we were lucky. A mere 10 feet closer and the shop could have gone up in smoke.

ROCK ARISTOCRACY

Our back steps lead out into Mason's Yard, a bastion of old St James's, which plays host to cult rock'n'roll destination The Scotch Club. Believe it or not, Jimi Hendrix played his first UK gig there, and John Lennon met Yoko Ono at the bar. Paul McCartney even lived in the square for a while.

HIDDEN DEPTHS

Between you and us, there's a bricked-up tunnel entrance in the shop's basement, two floors below ground, which we used to call 'the mine'. Legend has it that it connects to a series of hidden underground tunnels, built to smuggle goods between the various establishments of St. James's in the distant past.

The Collection

18

NEW TO THE COLLECTION

24

PRIVATE COLLECTION

34

SIGNATURE COLLECTION FOR HIM

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SIGNATURE COLLECTION FOR HER

50

BATH & BODY CLASSIC COLLECTION

56

FOR THE HOME



FLORAL ORIENTAL

A ROSE FOR...

EAU DE PARFUM
\$235 - 100ml - 76104

A Rose For... is unique to the possessor, signifying the personal attachment to the scent. Defined by no one, it is truly for you. The fragrance is accompanied by the addition of a gold pen, allowing each owner to complete the individual naming of their scent. An oriental rose of striking beauty, inspired by the affiliation of intense fragility yet powerful scent within the flower.

Contemporary and dark with a confident, complex character that places the rose with notes of spice, orris and woods, taking the wearer on an altogether diverse journey of romance. The main character of the fragrance is carried in the heart where the floral balance of red rose is delicately wrapped in incense, oud and orris. Characteristic warm woody notes of patchouli, sandalwood and amber in the base give the fragrance strength, refinement and depth.

Named by you, *a rose for you.*



FLORAL
ORIENTAL

Top Notes
Darjeeling Tea,
Incense, Cassis

Heart Notes
Red Rose,
Orris, Oud

Base Notes
Sandalwood,
Patchouli,
Vanilla





CITRUS FLORAL

1927

EAU DE PARFUM
\$190 - 100ml - 75104

A sparkling citrus fragrance bringing to mind the elegance, opulence and glamour of the '20s, 1927 opens with decadent shimmering aldehydes balanced with a burst of zesty bergamot and hints of mandarin. These top notes are then accompanied by a voluptuous floral heart of violet, ylang ylang, narcissus and mimosa, all adding depth and complexity. 1927 concludes with the rich, sensual base notes of musk, amber, patchouli and vanilla.

1927 is bursting with creativity, just as the Jazz Age blossomed and its eclectic set of socialites flourished in an era of irresponsibility and pleasure. Known as the Bright Young Things, this generation of aristocrats, middle-class adventurers and bohemian artists threw off their shackles and indulged in a new kind of creative youth culture.



CITRUS
FLORAL

Top Notes
Bergamot,
Aldehydes,
Mandarin

Heart Notes
Mimosa, Violet,
Narcissus

Base Notes
Musk, Patchouli,
Vanilla



MEN'S GROOMING

RAZOR SET & WASHBAG

CHROME AND ROSE GOLD PLATE
3-PIECE SHAVING SET

A timeless three-piece shaving set for the discerning, modern gentleman. Comprising both the chrome and rose gold-plated double edge safety razor and the rose gold-plated shaving brush, presented on a luxurious stand. Made in England to the highest standard, using cruelty free silver tip bristles, this shaving set will make a stylish addition to any bathroom and is essential for achieving the perfect wet shave at home.

LEATHER WASH BAG, MADE
EXCLUSIVELY BY ETTINGER

Handmade from durable full-grain navy leather, this stylish wash bag is an essential piece, whether for home or for travel.

Created in collaboration with Ettinger, a British company based in London who have specialised in luxury leather goods since 1934, the spacious yet streamlined design features a single zip closure with leather zip pull and a robust, wipe clean lining with internal pocket for storing smaller grooming items. Debossed with the Floris London logo as a seal of excellence and supplied with a dust cover to protect the bag when not in use.



PRIVATE COLLECTION

Issuing the family's most prestigious range of perfumes, the Private Collection is exclusively produced in small batches. Inspired by people, places and events, past and present, the Floris perfume team artfully composes each unique fragrance to express the story behind its creation by combining exquisite ingredients sourced from around the world.



WOODY AROMATIC

71/72

EAU DE PARFUM
\$190 – 100ml – 74104

Jermyn Street, an area synonymous with culture and bespoke fashion, now has eruptions of creativity bursting from its streets, making the destination a key hub for the discerning and stylish gentleman.

This is a fragrance for a man who is confident, while understated, elegant, yet eccentric; a modern gentleman no longer defined. It's a fragrance that depicts the pure essence of men's bespoke fashion and style in the 21st century.

The fragrance opens with a crisp aromatic lift of juniper paired with clean citrus notes of mandarin and bergamot. This resonates with heady florals of jasmine and lavender alongside earthier notes of orris and oud. The woods and spice develop throughout, maturing with sensual tones.



WOODY AROMATIC

Top Notes
Mandarin, Bergamot, Juniper

Heart Notes
Lavender, Jasmine, Orris, Oud

Base Notes
Sandalwood, Boisamber, Frankincense

ORIENTAL WOODY

LEATHER OUD

EAU DE PARFUM
\$235 – 100ml – 46104

Leather Oud takes its inspiration from a time when new fragrance oils would be delivered to Floris in small leather cases, adding their own depth to the overall aroma of the essences as these precious parcels were opened by the Floris family.

The freshness of new leather complements and highlights the smoky aspects of the oud oil. Glowing modern amber notes complete the harmony, adding depth to the woody base accord.

Created with oud oil from a certified sustainable source of agarwood, this oil is among the most expensive in the perfumer's palette, with deep qualities found in no other oil. It is an opulent, sensual note that combines beautifully with rose and sandalwood.



ORIENTAL WOODY

Top Notes
Bergamot, Leather

Heart Notes
Carnation, Geranium,
Oud, Patchouli

Base Notes
Oud, Vetiver,
Woody Amber

ORIENTAL GOURMAND

HONEY OUD

EAU DE PARFUM
\$235 – 100ml – 47104

Honey Oud opens with a gourmand accord of English honey and vanilla, which combine to add a velvet softness to the oud oil and accentuate the rose at the heart of this complex fragrance.

Both these fragrances are created with an extremely rare oud oil from a certified sustainable source of agarwood. This oil is among the most expensive in the perfumer's palette, with deep notes that combines beautifully with rose and sandalwood.



ORIENTAL GOURMAND

Top Notes
Bergamot, Honey

Heart Notes
Oud, Rose, Patchouli

Base Notes
Amber, Labdanum,
Oud, Musk, Vanilla





WOODY CITRUS
1962

EAU DE PARFUM
\$190 – 100ml – 53104

South of Carnaby Street, Soho, summer 1962, a memory of being in love and holding the future in your hands...

1962 Eau de Parfum is unbridled affection for an era of love, modernism and evolution. In the summer of 1962, music and art had lifted Soho into a world of its own with its coffee bars and clubs. Smells of spices, herbs and fruits welcomed your arrival into London's bohemian quarter.

Notes of effervescent bergamot and zesty mandarin, with herby basil, spearmint and spice, lead to a warm heart of cypress and jasmine in this unisex Eau de Parfum. Base notes of cedarwood, moss, musk and amber create a woody undertone, which develops early and sustains the fragrance.



WOODY CITRUS

Top Notes
Clove, Spearmint,
Green Mandarin,
Bergamot

Heart Notes
Cypress, Basil,
Jasmine, Lily Of
The Valley

Base Notes
Cedarwood, Moss,
Musk, Amber



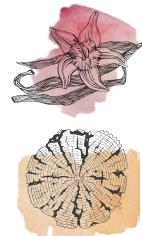
ORIENTAL WOODY
1976

EAU DE PARFUM
\$190 – 100ml – 54104

King's Road, Chelsea, spring 1976. A sense of empowerment living in your first apartment. Alone, but overlooking a hive of energy and evolution...

1976 Eau de Parfum is a fragrance of juxtaposition in an era of light and shade. A fragrance of youth, where light and energy were born from a period of change in the late 20th century. A positive outlook from a generation claiming London for their own. Fashion, art, music and culture created a hub of style.

An aromatic unisex woody scent with black pepper, juniper berry and lavender, freshened by bergamot and Sicilian lemon. An undertone of amber, patchouli, and musk add a sensual warmth and dark edge.



ORIENTAL
WOODY

Top Notes
Bergamot, Black
Pepper, Lemon,
Birch Leaf

Heart Notes
Jasmine, Juniper,
Vetiver, Lavender

Base Notes
Patchouli,
Amber, Musk



WOODY GREEN
1988

EAU DE PARFUM
\$190 – 100ml – 55104

Berkeley Square, Mayfair, summer 1988. After a period of becalming in culture, London feels alive again. Confidence and pride is everywhere; we were in love and having fun...

1988 Eau de Parfum is a fragrance of confidence with a splash of excitement, which hints to a sparkling era of culture. Mayfair, alive with entrepreneurial spirit and enterprise.

Sparkling top notes of bergamot, grapefruit and lemon reveal a luminous heart of iris and rose. In the heart, a delicate twist of herbal rosemary and thyme is interwoven to add a fresh aromatic tone to a modern unisex fragrance. Concluding with a luxurious base of blonde woods, vetiver, musk and amber.



WOODY GREEN

Top Notes
Bergamot, Lemon,
Grapefruit, Cassis,
Green, Galbanum

Heart Notes
Iris, Jasmine, Rose,
Rosemary, Thyme

Base Notes
Vetiver, Sandalwood,
Musk, Amber



CITRUS MARINE

BERGAMOTTO DI POSITANO

EAU DE PARFUM
\$180 - 100ml - 39104

A unisex citrus marine eau de parfum that evokes the warmth of a Mediterranean sea breeze, sunshine and clear shimmering water. Fresh bergamot entwined with mandarin and warm marine notes bring instant refreshment. The heart is a vivacious combination of orange blossom with a hint of vanilla, which lends a smooth character and creaminess to complement the initial sparkle. Base notes of wood, amber, ambrette and ginger provide the fragrance with a mellow warmth, reminiscent of a Mediterranean evening.

Recalling summer hideaways that stir up forgotten memories, Bergamotto di Positano is a homage to Charles Joseph Pagliano, who in the early 19th century left the small fishing village on the Amalfi coast to travel to England and marry his sweetheart, Mary Floris.



CITRUS MARINE

Top Notes

Bergamot, Marine,
Mandarin

Heart Notes

Green Tea, Ginger,
Orange Blossom, Vanilla

Base Notes

Amber, Spice, Ambrette,
Woods, Vanilla



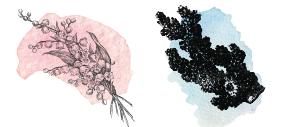
FLORAL MARINE

SIRENA

EAU DE PARFUM
\$180 - 100ml - 68104

Menorca, the birthplace of Juan Famenias Floris and home of the bronze mermaid statue in its capital Maho, was the inspiration for this creation. The scent captures the spirit and warmth of this sun-kissed Mediterranean island and the smells of its rich flora lingering in the air. A distillation of summer memories.

Sirena is a sparkling floral marine fragrance with the freshness of a sea breeze introducing the soft floral heart of oleander, peony and rose with summer berries on a bed of musk and sandalwood.



FLORAL MARINE

Top Notes

Bergamot, Jasmine,
Marine, Pink Peppercorn

Heart Notes

Oleander, Peony, Rose,
Summer Berries

Base Notes

Musk, Patchouli,
Sandalwood



FLORAL FRUITY

CHERRY BLOSSOM

EAU DE PARFUM
\$180 - 100ml - 37104

Cherry Blossom takes inspiration from the centuries-old tradition of Hanami in Japan, when friends and family picnic under sakura trees to relax and appreciate the beautiful view of the cherry blossom 'clouds' while their delicate scent lingers in the breeze. Under these sakura trees, people from all backgrounds lunch and drink sake while taking in the view of the beautiful flowers surrounding them.

A soft, feminine floral fruity fragrance with a crisp fresh top note of bergamot, orange and pink peppercorn that leads to the delicate floral notes of cherry blossom, osmanthus, peony and rose, enriched with a touch of ripe cherries on a bed of musk and sandalwood.



FLORAL FRUITY

Top Notes
Bergamot, Orange,
Pink Peppercorn

Heart Notes
Cherry Blossom,
Osmanthus, Peony, Rose

Base Notes
Musk, Sandalwood



CITRUS GREEN

JERMYN STREET

EAU DE PARFUM
\$180 - 100ml - 45104

Inspired by 89 Jermyn Street, London, our home and the backbone of the family business for nearly 300 years, this fragrance, like its inspiration, has the feel of refined elegance, understated class and style. Drawing on notes of gin with a splash of lemon, an initial burst of citrus and green notes have been blended with the theme of vetiver.

The vetiver runs through the fragrance, from its introduction to the base and is supported in the heart, accompanied by juniper with a contemporary twist of coriander, a subtle complement in gin creation. The fragrance also draws inspiration from the London plane trees which still stand proudly in front of the shop today, and the fresh scent of fine crisp cotton found within the renowned shirtmakers residing in the iconic location named after Henry Jermyn in 1664.



CITRUS GREEN

Top Notes
Bergamot, Mandarin,
Green Vetiver, Violet

Heart Notes
Coriander, Vetiver,
Armoise, Juniper Berry

Base Notes
Amber, Cedarwood,
Musk, Vetiver

Eau de Toilette

SIGNATURE COLLECTION FOR HIM

Floris for men constitutes the noble elegance and unconventional spirit of London. Finely constructed, each of these English fragrances draw from a vast cumulative wealth of experience.



WOODY FOUGÈRE SANTAL

EAU DE TOILETTE
\$135 - 100ml - 32114
\$80 - 50ml - 32113

Santal opens with crisp bergamot and lemon zest, cut through with fresh notes of green grass and a spicy blend of black peppercorns, clove bud, green cardamom and nutmeg.

The warmth of the spices merges with the lavender in fougère accord as the sensual woody notes of sandalwood, cedarwood, patchouli and vetiver unfold and are augmented by the oriental base notes of frankincense, musk and vanilla.

Santal takes its inspiration from a sandalwood fragrance originally created in the 1800s, which has been given a distinctive contemporary edge.



AFTERSHAVE
\$75 100ml 32965

MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 32210



WOODY FOUGÈRE

Top Notes

Bergamot, Black Pepper,
Cardamom, Green Grass,
Lemon

Heart Notes

Clove Bud, Lavender,
Nutmeg

Base Notes

Amber, Cedarwood,
Frankincense, Musk,
Sandalwood, Vanilla, Vetiver



WOODY CITRUS

N° 89

EAU DE TOILETTE
\$135 – 100ml – 31114
\$80 – 50ml – 31113

Scent used in:

the
GENTLEMAN
FLORIS
LONDON

Introduced in 1951, No 89 takes its name from the number of the Floris shop in Jermyn Street. Devoted followers included Ian Fleming.

Orange and bergamot blended with lavender and neroli give No 89 its classical cologne aspect.

Warmed with a touch of spicy nutmeg, the floral heart is underscored by the dominant woody accord of sandalwood, cedarwood and vetiver in this quintessentially English gentleman's fragrance.



AFTERSHAVE
\$75 100ml 31965

MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 31210



WOODY CITRUS

Top Notes

Bergamot, Lavender, Neroli,
Nutmeg, Orange, Petitgrain

Heart Notes

Geranium, Rose, Ylang Ylang

Base Notes

Cedarwood, Musk, Oakmoss,
Sandalwood, Vetiver



WOODY GREEN

ELITE

EAU DE TOILETTE
\$135 – 100ml – 30114
\$80 – 50ml – 30113

Scent used in:

the
GENTLEMAN
FLORIS
LONDON

Introduced in 1979, Elite was named after Lotion Elite – a scented Floris aftershave cream, which first featured in our brochure of 1851.

The mellow woody notes are enlivened with a cool citrus twist of bergamot, lemon and orange, punctuated with the green resinous notes of cedar leaf and spicy juniper berry.

Lavender and fir balsam with a touch of bay are key to the character of the heart and are reinforced by the woody notes of patchouli and vetiver. Mossy notes then play a leading role as the fragrance evolves with amber, musk and a hint of leather.



MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 30210

LUXURY AFTERSHAVE
\$75 100ml 30965

SOAP
\$45 3x 100g 30230



WOODY GREEN

Top Notes

Bergamot, Cedar Leaf,
Grapefruit, Juniper Berry,
Lemon, Petitgrain

Heart Notes

Bay, Fir Balsam, Lavender

Base Notes

Amber, Cedarwood,
Moss, Leather, Musk,
Patchouli, Vetiver



CITRUS WOODY

JF

EAU DE TOILETTE
\$135 – 100ml – 33113
\$80 – 50ml – 33114

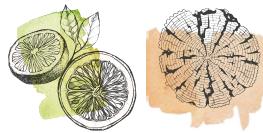
Named after the founder of Floris, Juan Famenias Floris, JF is strongly influenced by the fern and flora of his native island of Menorca.

JF begins with an invigorating burst of bergamot, lemon, lime and mandarin in combination with an intensely aromatic blend with armoise, coriander and clary sage.

Juniper berry, cypress and petitgrain at the heart give the fragrance its unmistakable masculine character, which is underscored by amber, cedarwood and a mossy, musky base.



MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 33210
AFTERSHAVE
\$75 100ml 33965



CITRUS WOODY

Top Notes

Bergamot, Coriander,
Green, Herbal, Lemon,
Lime, Mandarin

Heart Notes

Cypress, Juniper, Petitgrain

Base Notes

Amber, Cedarwood,
Moss, Musk



CITRUS FLORAL
SPECIAL
N° 127

EAU DE TOILETTE
\$135 – 100ml – 12114

A refreshing citrus blend of bergamot and orange with petitgrain introduce the heart of neroli, lavender and geranium in this cologne. Patchouli and musk add depth and character.

Special No 127 was created in 1890 for Russia's Grand Duke Orloff and named Orloff Special. Later the fragrance was launched into the Floris repertoire having been renamed after the page in the 'Specials' formula book in which the recipe was recorded.

The fragrance has become a favourite with many over the years – both men and women. Devoted followers included Eva Peron and Winston Churchill.



CITRUS FLORAL

Top Notes

Bergamot, Lavender,
Orange, Petitgrain

Heart Notes

Geranium, Neroli,
Rose, Ylang Ylang

Base Notes

Musk, Patchouli

Eau de Toilette

SIGNATURE COLLECTION FOR HER

Welcome to the Floris Signature Collection for her, a range of immaculately blended eau de toilettes of the highest quality. Our scents are truly timeless. We follow our hearts rather than fashion, we tell our own stories, inspired by characters and places that we hold dear. Each scent expresses a different element of the modern woman, at turns strong, elegant, charismatic and bold.



FLORAL CHYPRE CHYPRESS

EAU DE TOILETTE
\$135 - 100ml - 59114
\$80 - 50ml - 59113

Beauty and intellect combine, energising the room with a powerful femininity. Woven with sparkling bergamot zest wrapped in creamy orange flower and enveloping musk, this is a statement of being, lighting up the city as it transitions from day to evening. Unmistakeable and captivating, opulent and enigmatic, here for the good times and the bad. A constant in an ever-changing world.

The creation was guided by Edward Bodenham and his perfumery team. Edward explains: "This fragrance was created to define beauty and an understated elegance. From the sparkle of the rose, bergamot and orange flower, contrasting with the rich, tenacious notes of patchouli, amber and musk. It is a captivating combination that expresses the aspiration, charisma and sophistication of the Floris wearer."



FLORAL CHYPRE

Top Notes
Bergamot, Lemon,
Sweet Orange, Neroli

Heart Notes
Jasmine, Rose,
Osmanthus, Ylang Ylang

Base Notes
Amber, Vanilla,
Musk, Patchouli



FLORAL
**WHITE
ROSE**

EAU DE TOILETTE
\$135 – 100ml – 92114
\$80 – 50ml – 92113

Meet the new bloom. Confident and modern, self-assured and warm, White Rose is an elegant contradiction of silk and spice.

Discover a bouquet of velvet roses, sparkling with an unexpected splash of cool iris, wrapped in warm amber and rich, earthy musk. Uncover a story of contrasts – the old world and the new, the perfect with the imperfect, drama and poise, town and country.

Drawing on the creative home of the Floris family, White Rose has its heart in London's Mayfair. Surrounded by beauty and art, fashion and architecture, the scene forms a natural backdrop for the scent's timeless vibrancy.



MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 92210
ENRICHED BODY
MOISTURISER
\$54 250ml 92212
LUXURY SOAP
\$45 3x100g 92230



FLORAL
Top Notes
Aldehydes, Carnation, Green
Heart Notes
Iris, Rose, Jasmine, Violet
Base Notes
Amber, Musk, Powdery



FLORAL FRUITY

BOUQUET DE LA REINE

EAU DE TOILETTE
\$135 – 100ml – 50114

Embrace curiosity. Always surrounded by laughter, colour, friends and loved ones, Bouquet de La Reine has a magnetic energy and charismatic allure. Experience a warm rush of violet leaf, juicy blackcurrant buds and sensuous tuberose, brought back to earth with rich green oakmoss.

Taking on the imperial life, delectable notes of a fruity floral effervescence bring a golden glow and a warm smile. Elegant and positive, Bouquet de La Reine has an instant chemistry. Created for a queen of the royal court, a radiant reflection of timeless beauty.



FLORAL FRUITY
Top Notes
Bergamot, Peach, Blackcurrant Buds, Violet Leaf
Heart Note
Jasmine, Lily Of The Valley, Rose, Tuberose, Ylang Ylang
Base Notes
Oakmoss, Vanilla, Sandalwood



FLORAL FRUITY

FLEUR

EAU DE TOILETTE
\$135 – 100ml – 04114 \$80 – 50ml – 04113

Let your spirit sing. The first days of English summer bring breath-taking sunrises and shimmering early morning dew... A just-ripe peach plucked from the tree, posies of white blooms from the garden, slices of golden melon and running for cover from a light shower... Enjoy the comfortable embrace of home.

Inspired by the simple pleasures of waking on a summer's day, Fleur is a soft floral scent with a cool aquatic facet. Wet, freshly washed hair, strolls across the meadows, laughter, relaxation and nature at its prettiest.



FLORAL FRUITY
Top Notes
Bergamot, Grapefruit, Melon, Peach, Water Lily
Heart Notes
Jasmine, Lily Of The Valley, Rose, Ylang Ylang, Violet
Base Notes
Musk, Sandalwood



ORIENTAL CITRUS

SOULLE ÁMBAR

EAU DE TOILETTE
\$135 – 100ml – 48114
\$80 – 50ml – 48113

Sun-filled days and languid evenings. Opulent sparks of pineapple and zesty citrus drift on the breeze, carried with earthy galbanum and sensual amber. A spirit of adventure, a statement of freedom, Soulle Ámbar excites the senses, anticipating new discoveries just over the horizon.

Inspired by Floris founder Juan Famenias Floris's roots on the Balearic island of Menorca, the fragrance embodies a leisurely Mediterranean spirit.

The name Soulle translates from Spanish as 'sunlight and eastern wind', and so with this energy in mind, Floris Soulle Ámbar invites you to embrace life and take a chance.



MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 48210
ENRICHED BODY
MOISTURISER
\$54 250ml 48212



ORIENTAL CITRUS

Top Notes
Bergamot, Galbanum,
Pineapple, Lentisque

Heart Notes
Pink Peppercorn,
Geranium, Jasmine,
Melilot

Base Notes
Amber, Vanilla, Musk



FLORAL GREEN

LILY OF THE VALLEY

EAU DE TOILETTE
\$135 – 100ml – 05114
\$80 – 50ml – 05113

Dynamic bursts of lily of the valley give a dew-drenched surge of optimism, layered with crushed green leaves and sensual, creamy tuberose.

Playful, joyful and always evolving, Lily of the Valley celebrates new beginnings and fresh ideas. Dream in green and white, feel alive, this is springtime at its most revolutionary.

First created by Floris founder Juan Famenias Floris, our contemporary floral scent is truly timeless. With an energy and direction of its own, the purity of Lily of the Valley is in fact a complex blend of over 250 perfume oils. Always relevant, always moving forward, it's time to look to the future.



MOISTURISING BATH
AND SHOWER GEL
\$45 250ml 05210
ENRICHED BODY
MOISTURISER
\$54 250ml 05212
LUXURY SOAP
\$45 3x100g 05230
BATH ESSENCE
\$80 50ml 05203



FLORAL GREEN

Top Notes
Green, Lemon

Heart Notes
Jasmine, Tuberose,
Lily Of The Valley, Rose

Base Notes
Musk



FLORAL GREEN

NIGHT SCENTED JASMINE

EAU DE TOILETTE
 \$135 - 100ml - 51114
 \$80 - 50ml - 51113

Glittering with mystique, opulent and intensely feminine, Night Scented Jasmine is a persuasive cocktail of Mediterranean blooms. A special evening with loved ones under a canopy of stars, as lanterns bathe the terrace in candlelight. The warm air laced with trailing white jasmine, neroli blossom, green flora and moonlit roses.

This seductive scent is a love letter from Juan Famenias Floris to summers spent in Menorca with his beloved wife, Elizabeth.

As the sun sets, the small Balearic island enters a new phase, wrapped in intrigue and magic. Immerse yourself in the experience and fall under its spell.



MOISTURISING BATH AND SHOWER GEL
 \$45 250ml 51210
 ENRICHED BODY MOISTURISER
 \$54 250ml 51212



FLORAL GREEN

Top Notes
 Citrus, Green, Mandarin, Neroli, Violet Leaf

Heart Notes
 Gardenia, Iris, Jasmine, Lily, Mimosa, Narcissus, Rose, Ylang Ylang

Base notes
 Amber, Musk, Sandalwood, Vetiver



FLORAL CHYPRE

EDWARDIAN BOUQUET

EAU DE TOILETTE
 \$135 - 100ml - 01114
 \$80 - 50ml - 01113

The new tradition. With an assertive individuality, a flair for the eccentric and a touch of decadence, Edwardian Bouquet is an expression of the good life. It's the finest of town and country.

Rooms perfumed with hyacinths in springtime, delicate blooms of white jasmine in the garden and weekend forest walks, the autumn air heavy with woods and rich oakmoss.

Eternally modern and elegant, this woody floral fragrance is both eclectic and reassuring. Its unmistakable character blends the promise of the future, warmth of the present and echoes of the past. Edwardian Bouquet is happy to make, and break, new traditions.



MOISTURISING BATH AND SHOWER GEL
 \$45 250ml 01210
 ENRICHED BODY MOISTURISER
 \$54 250ml 01212
 LUXURY SOAP
 \$45 3x100g 01230
 BATH ESSENCE
 \$80 50ml 01203



FLORAL CHYPRE

Top Notes
 Bergamot, Green, Hyacinth, Mandarin

Heart Notes
 Jasmine, Rose, Ylang Ylang

Base Notes
 Amber, Musk, Oakmoss, Patchouli, Powdery, Sandalwood



BATH ESSENCE
\$80 50ml 06203



- MOISTURISING BATH AND SHOWER GEL
\$45 250ml 09210
- ENRICHED BODY MOISTURISER
\$54 250ml 09212
- LUXURY HAND WASH
\$35 250ML 09215
- LUXURY HAND LOTION
\$35 250ML 09213
- CONDITIONING SHAMPOO
\$35 250ML 09211
- DEODORANT
\$30 75ML 09740
- LUXURY SOAP
\$45 3x100g 09230

CITRUS
LIMES

EAU DE TOILETTE
\$135 – 100ml – 06114

Limes was created by Juan Famenias Floris in the late 18th century to combat the oppressive heat of London in summer.

A vibrant burst of the zest of lemon accompanied by petitgrain introduces the refreshing heart of lime blossom, neroli and lily of the valley, sustained by a musky base.

Bath essence is a highly concentrated perfume for the bath, with skin-softening properties to leave skin smooth and lightly scented. The fragrance is dispersed in the water without leaving a residue.



CITRUS

Top Notes
Lemon, Petitgrain

Heart Notes
Lily Of The Valley,
Lime Blossom, Neroli

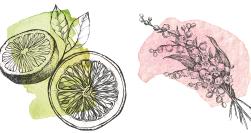
Base Notes
Musk

CITRUS FLORAL
CEFIRO

EAU DE TOILETTE
\$135 – 100ml – 09114
\$80 – 50ml – 09113

Cefiro is a fragrance perfectly suited for both men and women. Crisp lemon and lime is punctuated with bergamot and mandarin and warmed by spicy notes of cardamom and nutmeg on a fresh floral jasmine heart that leads to a clean, musky, woody base.

Cefiro is Spanish for zephyr, a warm gentle breeze. The fragrance was launched into the Floris range in 2002 and was inspired by the scent of summer air while sitting in a Mediterranean courtyard. It is Floris's principal bath and body fragrance and can be found in many of the world's most iconic five-star hotels.



CITRUS FLORAL

Top Notes
Bergamot, Lemon, Lime,
Mandarin, Orange

Heart Notes
Cardamom, Jasmine,
Nutmeg

Base Notes
Cedarwood, Musk,
Sandalwood

BATH & BODY CLASSIC COLLECTION

The bath and body classics are a collection of exemplary products within the Floris repertoire that truly stand the test of time. These iconic products chart the pathways of English perfumery craft, using original formulas that pre-date the 1900s.



FLORAL GREEN

STEPHANOTIS

BATH ESSENCE \$80 – 50ml – 13203
LUXURY SOAP \$45 – 3x100g – 13230

Stephanotis dates back to the earlier days of Floris. Originally composed in 1796 by James Floris, son of the founder Juan Famenias Floris, it was conceived as a result of the many society weddings taking place in the local area of St James.

Traditionally stephanotis flowers were used in the bridal bouquet to signify happiness in marriage.



NOTES

Top Notes
Orange Blossom

Heart Notes
Carnation,
Coriander,
Lily Of The Valley,
Stephanotis,
Jasmine

Base Notes
Musk,
Powdery,
Sandalwood



FLORAL

ROSE GERANIUM

BATH ESSENCE \$80 – 50ml – 10203
LUXURY SOAP \$45 – 3x100g – 10230

Rose Geranium was first introduced by Floris in 1890, when pink geranium was added to the existing geranium fragrance. Fans have included Marilyn Monroe and Isabella Blow.

The characteristic notes of geranium are enhanced by fresh citrus nuances and a hint of rose. A simple woody base note accord of cedarwood is all that is needed to complete this clean-cut classic.

NOTES

Top Notes
Citronella, Green,
Geranium

Heart Notes
Palmarosa, Rose,
Rosewood

Base Notes
Cedarwood





ROSE MOUTHWASH

MOUTHWASH
\$55 – 100ml – 00299

A much-loved preparation that dates back to the early days when Floris stocked a range “For the Teeth and Gums”, which included a assortment of tooth brushes “in every variety of Shape and Stiffness” as well as a complete range of “Tooth Powders”.

Pure rosewater is used to obtain the natural rose flavour for this rare and traditional concentrated mouthwash for both men and women.



ROSA CENTIFOLIA HAND TREATMENT CREAM

HAND TREATMENT CREAM
\$26 – 75ml – 00216

Exhilarating notes of orange blossom enlivened with the soft spiciness of carnation contrasted with a green lily of the valley accord are evocative of the intensely fragrant stephanotis blossom. The floral heart, sustained by jasmine and coriander, leads to the base notes of sandalwood and musk.

A rich cream with vitamin E to protect hands from the signs of ageing and environmental damage. Formulated with natural oils, including rosa centifolia with its balancing properties, while sweet almond and jojoba oils moisturise.



LUXURY SOAP COLLECTION

INCLUDES
White Rose, Stephanotis, Lily of the Valley, Edwardian Bouquet, Cefiro and Rose Geranium
\$78 – 6x100g – 00317

Six finely fragranced assorted signature soaps, hand-wrapped and triple-milled with a vegetable base, producing a rich creamy lather and containing added shea butter to help moisturise the skin.

In the mid-1800s, Floris first began pressing each of their soaps with a traditional hand carved mould, worked into a pretty floral design, and still do to this day. The soaps are then individually hand-wrapped.

White Rose
A rich floral rose fragrance with hints of carnation and violet

Stephanotis
Exhilarating notes of orange blossom enlivened with the intensely fragrant stephanotis blossom

Lily of the Valley
A fresh and green floral scent with powdery nuances, providing a soft and subtle sweetness

Edwardian Bouquet
A grand floral bouquet with green leafy top notes and a woody mossy base

Cefiro
A blend of fine citrus notes meet a floral heart of jasmine to create the scent of a warm summer breeze

Rose Geranium
The characteristic notes of geranium are enhanced by fresh citrus nuances and a hint of rose



THE GENTLEMAN FLORIS

In the heart of Piccadilly lies Jermyn Street, the destination for gentlemen's styling. Found at its centre, at No 89, is Floris, renowned perfumer and home to iconic men's fragrance for nearly 300 years. Today, our experience in scent meets our skincare expertise with The Gentleman Floris – the perfect blend of understated style and substance.

Pre-Shave: *Exfoliate*

Soften stubble and cleanse deep pores with our specially formulated No 89 Face Wash and Face Scrub

Shave: *Treat*

Condition the skin and improve its texture with our best-selling No 89 Shaving Cream, Shaving Oil and Shaving Soap and Bowl

Post-Shave: *Hydrate and perfect*

Restore moisture to dehydrated skin and brighten the complexion with our rejuvenating Aftershave Balm, Facial Moisturiser and Eye Cream

NO 89 FACE WASH
\$32 150ml 31968

NO 89 FACE SCRUB
\$36 75ml 31969

NO 89 SHAVING CREAM
\$35 100ml 31978

NO 89 SHAVING SOAP AND BOWL
\$55 100g 31980

NO 89 SHAVING AND BEARD OIL
\$40 30ml 31979

NO 89 SHAVING SOAP AND BOWL REFILL
\$30 100g 31981

NO 89 FACIAL MOISTURISER
\$56 50ml 31970

NO 89 AFTERSHAVE BALM
\$45 100ml 31967

ELITE SHAVING SOAP AND BOWL REFILL
\$55 100g 30980

ELITE SHAVING SOAP AND BOWL REFILL
\$30 100g 30981

ELITE AFTERSHAVE BALM
\$45 100ml 30967

EYE CREAM
\$50 30ml 31971



GROOMING

A successful wet shave is both a ritual and an art. By following these instructions, a smooth, close and satisfying shave can be achieved.

Thoroughly wash the face with hot water to cleanse the skin and soften the beard. Dip a good quality shaving brush in hot water, shake off excess and using Floris shaving soap or cream, work up a lather over the areas of the face and neck to be shaved. The process of lathering with hot water will further soften the skin and also set up the beard prior to shaving.

Shave in the direction of the beard, starting below the sideburns and working down each side of the face towards the chin, finishing at the neck. Let the razor glide over the skin, without applying too much pressure. For a closer shave, re-lather and shave across or against the beard. Always use a sharp blade as a worn blade will irritate the skin.

Finish by rinsing off with cold water to close the pores and apply aftershave or alcohol-free aftershave balm. Rinse the brush gently but thoroughly in clean water, flick off the excess water and place the brush in a stand pointing down. If you do not have a stand, leave the brush pointing up rather than horizontal, so that air can get to all the hairs and dry the brush naturally.

BRIARWOOD AND GOLD PLATE SHAVING BRUSH
00554 Height 100mm

Finest quality shaving brush handmade in England and finished in genuine briarwood and 24ct gold plate and cruelty free silver tip bristles.

BRIARWOOD AND GOLD PLATE RAZOR
00553

Made in England and finished in genuine briarwood and 24ct gold plate.

BRIARWOOD AND GOLD PLATE 3-PIECE SHAVING SET
00552

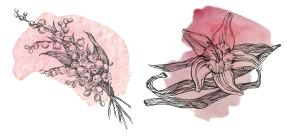
A luxurious and elegant shaving set to enhance any bathroom, comprising both the handmade briarwood, gold plate shaving brush and Mach3 razor, held on a 24ct gold plate stand. Manufactured and finished in England to the highest standard.



FOR THE HOME

Infuse the home with the Floris family's collection of scented candles and room fragrances made in England using time-honoured traditions. Floris home fragrances date back to the 1800s, where in our catalogue of 1851 a range entitled "For Perfuming Apartments" could be found. Each candle is hand-poured with blended wax to ensure even burning, with an approximate burn time of 35 hours. The high level of pure fragrance oils used in these candles and room fragrances ensures a richly scented ambience at home.



 <p>GREEN FRUITY</p> <h2>ENGLISH FERN & BLACKBERRY</h2>	 <p>FLORAL</p> <h2>PEONY & ROSE</h2>	 <p>FLORAL ORIENTAL</p> <h2>ROSE & OUD</h2>
<p>SCENTED CANDLE \$65 – 175g – 57510 ROOM FRAGRANCE \$40 – 100ml – 57530</p>	<p>SCENTED CANDLE \$65 – 175g – 58510 ROOM FRAGRANCE \$40 – 100ml – 58530</p>	<p>SCENTED CANDLE \$65 – 175g – 56510 ROOM FRAGRANCE \$40 – 100ml – 56530</p>
<p>English Fern & Blackberry is the latest addition to the Floris Home Collection. Sharp and ripe blackberry juice combines with the green earthy scent of freshly gathered fern from the forest. Top notes of fern and cassis combine with a fruity floral heart, while patchouli, vetiver and musk give this crisp fresh fragrance a hint of depth and longevity.</p> <p>NOTES</p> <p>Top Notes Green, Galbanum, Cassis, Blackberry, Dewy Fern</p> <p>Heart Notes Ylang Ylang, Jasmine, Hyacinth, Clove</p> <p>Base Notes Patchouli, Vetiver, Musk</p>	<p>The Peony & Rose luxury scented candle and room fragrance embodies femininity, with rich dashes of luxury and poise. Fragile peonies evoke a sense of early spring as they intertwine with rose, violet leaves and ivy, while green tea, cinnamon and clove add depth and a hint of spice to create warmth in the heart of the scent.</p> <p>NOTES</p> <p>Top Notes Rose, Violet Leaves, Ivy</p> <p>Heart Notes Peony, Green Tea, Cinnamon, Clove</p> <p>Base Notes Iris, Musk</p>	<p>Opulent floral rose is wrapped around the bold intensity of oud, cinnamon and clove. Calming cedarwood, renowned for its relaxing properties, is supported with transparent musks and warm, smooth sandalwood. A complex blend throughout the scent brings in subtle oriental accords that add depth to this divine scented candle.</p> <p>NOTES</p> <p>Top Notes Raspberry, Violet, Cinnamon, Clove, Lemon</p> <p>Heart Notes Rose, Orange Blossom, Jasmine</p> <p>Base Notes Oud, Cedarwood, Musk, Sandalwood, Patchouli, Vanilla, Amber</p>



FLORAL GREEN

HYACINTH & BLUEBELL

SCENTED CANDLE \$65 – 175g – 21510
ROOM FRAGRANCE \$40 – 100ml – 21530

Fresh leafy notes accent the floral accord of spring flowers, dominated by hyacinth and bluebell and spiced with a touch of carnation. Heliotrope and ylang ylang sustain the floral theme, which is underscored by a soft balsamic and woody base in this cool green floral fragrance.

NOTES

Top Notes
Bluebell, Green, Hyacinth

Heart Notes
Carnation, Heliotrope, Ylang Ylang

Base Notes
Balsamic, Woody

Fresh bergamot and a twist of orange lifts from the warm heart of rose and jasmine spiced with cinnamon and clove. An exotic blend, with sandalwood and patchouli, a touch of earthy vetiver combined with soft sweet vanilla and musk give this lingering woody oriental its distinctive character.

NOTES

Top Notes
Aldehydes, Bergamot, Lavender

Heart Notes
Cinnamon, Jasmine, Clove, Rose, Geranium

Base Notes
Amber, Cedarwood, Musk, Oakmoss, Patchouli, Sandalwood, Vanilla, Vetiver

Zesty notes of grapefruit with the green, herbal tones of rosemary combine with a floral heart of jasmine and melon, enriched with a base of sandalwood and musks, to give this crisp and fresh fragrance its vibrant character.

NOTES

Top Notes
Grapefruit, Rosemary

Heart Notes
Jasmine, Melon

Base Notes
Musk, Sandalwood



CITRUS GREEN

GRAPEFRUIT & ROSEMARY

SCENTED CANDLE \$65 – 175g – 25510
ROOM FRAGRANCE \$40 – 100ml – 25530



ORIENTAL CITRUS

CINNAMON & TANGERINE

SCENTED CANDLE \$65 – 175g – 24510
ROOM FRAGRANCE \$40 – 100ml – 24530

Cinnamon & Tangerine is a rich oriental citrus fragrance with a juicy cocktail of orange and tangerine, infused with the warmth of a rich spice blend of cinnamon, clove and nutmeg with a dusting of crushed black pepper. The base comprises sweet vanilla enriched with amber, sandalwood, patchouli and a tot of brandy to warm the heart.

NOTES

Top Notes
Cinnamon Leaf, Nutmeg, Orange, Tangerine

Heart Notes
Brandy, Clove, Jasmine

Base Note
Amber, Patchouli, Sandalwood, Vanilla

'Dear old Ivy Lodge' was the Floris family's home for over 50 years from the late 1800s, with its treasured herb garden providing the inspiration behind this fresh aromatic fragrance for the home. The lavender fragrance opens with crisp citrus notes and is given body with touches of coriander, clary sage, mint and armoise.

NOTES

Top Notes
Citrus, Clary Sage, Mint, Armoise, Eucalyptus, Bergamot

Heart Notes
Lavender, Violet, Geranium

Base Notes
Patchouli, Musk, Moss



FLORAL

LAVENDER & MINT

SCENTED CANDLE \$65 – 175g – 15510
ROOM FRAGRANCE \$40 – 100ml – 15530

BRITISH FAMILY PERUMERS SINCE 1730

THE FLORIS STORY

We're proud to be a privately owned independent business and through stylish character and rooted British luxury, compose refined fragrance with family values and respect for our customers



BRITISH

Rooted, Elegant, Understated

Standing in the heart of St James's for nearly 300 years, we are proud to be the standard bearers of perfumery expertise in London.



FAMILY

Character, Experience, Care

Nine generations of perfume creation has taught us the emotive power of scent and the skill required to create perfumes of unmistakable quality.



PERFUMERS

Provenance, Craftsmanship, Composers

Quietly and meticulously crafting a symphony of art and science. Our elegance is borne from experience not artifice. Made in Britain, using the finest essential oils and essences gathered from around the world.



SINCE 1730

Timeless, Original, Definitive

Juan Famenias Floris travelled from Minorca to London married an English Sweetheart. Together they created a fragrance dynasty. He began a story that has spanned nearly 300 years nine generations, and countless olfactory formulas.

