

JEROBOAM

PERFUME EXTRACTS FOR URBAN NOMADS



In the beginning there was **ORIGINO** (Origin in Esperanto).

Invented by the independent perfumer Vanina Muracciole, **ORIGINO** is a base composed of a cocktail of musks. This "ball of musks", concentrated into a perfume extract, marks nothing less than a new beginning.

For François Hénin, the founder of Jovoy perfumes and boutiques, it is the origin for creating a new olfactory universe: "What was nothing more than a creative olfactory exploration, a game between Vanina and me, led to the genesis of a completely new brand." Very quickly, the pieces of the puzzle fell into place; at first it was similar to a word game, in the form of advertising slogans.

MAJOR PERFUMES DON'T NEED BIG BOTTLES

A 30ml flacon named after a three-liter bottle, Jéroboam embodies exactly the kind of contrast François Hénin favors. **ORIGINO** and the other perfumes inspired by it are so singular and intense they needed a bottle that measured up to the project. The name came quite naturally. It simply fits.

PERFUME IS A WEAPON FOR THOSE WHO KNOW HOW TO USE IT

For François Hénin, the decision to offer perfume in its purest expression came naturally. There is something noble about an extract: it is tailor-made to leave a memorable impression in its wake. This makes it the ideal concentration for those possessed of a flirtatious, provocative nature and strong character, for they understand that perfume is a weapon.

PERFUME EXTRACTS FOR URBAN NOMADS

Given that the great majority of modern perfumes have musky bases, **ORIGINO**, and the **JEROBOAM** brand, were designed to be universal. Therefore, it was only natural to christen **JEROBOAM**, fragrances with a word drawn from Esperanto, a language invented at the end of the 19th century with the intent of creating a universal tongue.

While the small bottle makes an ideal everyday accessory for the urban nomads we've all become, the perfumes themselves are a **LINGVO INTERNACIA** (international language) in the art of seduction. They remind us that, sometimes, fragrance is infinitely more efficient than words.

Its meaning was clear, **JEROBOAM** was born.





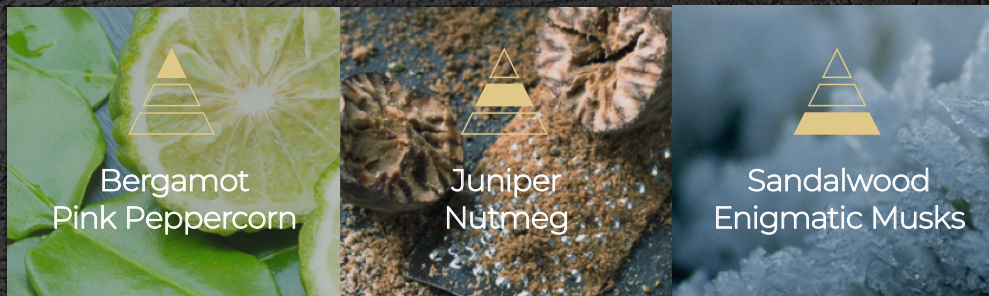
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ORIGINO

ENIGMATIC MUSKS



Worn on bare skin, ORIGINO speaks for itself.

30 ml - 100 ml





KUN AMO

FRUITY WOODY



A luminous and sensual perfume extract in which pear reigns supreme. Sun-drenched, luscious and seductive, the fruit mingles with a generous dose of sweetness and captivating aromas, underpinned by modern, ambery woods and the house's emblematic musks.

A bold perfume that asserts its presence with elegance and character.

30 ml - 100 ml





GOZO

FLORIENTAL SPICY



Bergamot
Saffron
Tuberose



Cedarwood
Violet Leaf
Geranium



Patchouli
Musk
Ambroxan

For the first time, the Parisian brand JEROBOAM breaks its historical codes and swaps its black and gold for an Orange, which evokes joyful memories. GOZO, a powerful woody and spicy floral scent that is perfectly mixed, radiates sensual floral facets tinged with subtle hints of spices on a base of musks, precious woods and modern notes of ambroxan.

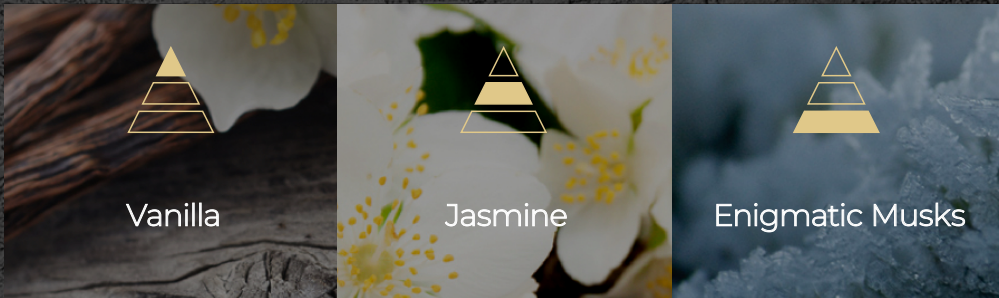
30 ml - 100 ml





INSULO

GOURMAND ORIENTAL MUSK



For François Hénin, vanilla has always been the absolute weapon of seductive souls. Vanilla is recognized over the world as an irresistible enticement to be devoured.

30 ml - 100 ml





VESPERO

WOODY AMBER MUSK

 <p>Bergamot Apple Pink Grapefruit</p>	 <p>Cedarwood Geranium Leather - Jasmine</p>	 <p>Patchouli - Raspberry Ambery Woods Enigmatic Musks</p>
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This resolutely masculine extract is dedicated to dandyish urban night owls who were just waiting for their signature perfume to come along. A fragrance so insidery, finding likeminded spirits who wear it becomes almost a game, a knowing nod among members of the same elite club.

30 ml - 100 ml





ORIENTO
ORIENTAL FLORAL MUSK



Lemon
Saffron
Styrax



Rose
Ylang-Ylang
Apple



Sandalwood
Patchouli
Enigmatic Musks

Vanina Muracciole revisits her cocktail of "enigmatic musks" with the famous "Rose Oud" accord, which is considered an immense classic in the Middle East.

30 ml - 100 ml





UNUE
FLORAL WOODY

 <p>Bergamot Pink Berries Pineapple - Anise</p>	 <p>Plum Jasmine Ylang-Ylang</p>	 <p>Sandalwood Enigmatic Musks Patchouli</p>
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UNUE is a composition of character: floral, radiant, silky, fruity, sensual, at one with the skin - but with a trail that has presence and a sensuous, intense dry-down.

30 ml - 100 ml

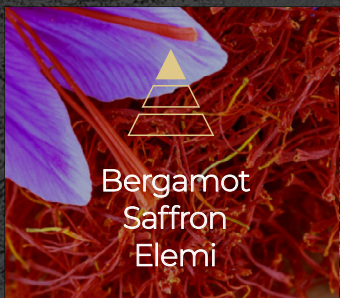


LES EXCLUSIFS



YOUR OUDHNESS

WOODY OUDH



Bergamot
Saffron
Elemi



Styrax - Oudh Vietnam
Buaya Gaharu Wood
(Mangrove) - Leather



Sandalwood - Patchouli
White Musk
Vanilla - Cedarwood

YOUR OUDHNESS is a regal olfactory experience, a captivating tribute to the mystique of mangroves and the mesmerizing depth of oud. An audacious harmony where saffron ignites the senses, unfolding into the smoky depth of Gaharu Buaya (Mangrove)—rare and enigmatic. Carried by the creamy warmth of sandalwood, it blossoms into a trail that is noble, sensual, and magnetic. A commanding extrait, crafted for those who dare to embody depth, elegance, and unapologetic intensity.

30 ml - 100 ml



LES EXCLUSIFS



ELIKSIRO

AMBERY OUDH



Mandarin,
Guaiac Wood
Saffron

Leather, Oudh,
Jasmine, Cardamom,
Pink Pepper,
Ozone, Rose

Sandalwood, Raspberry,
Patchouli, Ambery
Woods, Musks, Vanilla

Since the dawn of time, mankind has searched for the perfect formula. Some attempts were more inspired than others. Then, the elixir appeared. **ELIKSIRO**, our interpretation of the ultimate philter: a captivating, inspiring... and slightly addictive potion. Guaiac wood reveals itself warm and enveloping, contrasted by leather and softened by a sweet, radiant touch of raspberry. aCrafted for those who dare to leave an unforgettable mark.

30 ml - 100 ml



JEROBOAM

PERFUME EXTRACTS



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