

# JEROBOAM

PERFUME EXTRACTS FOR URBAN NOMADS

[www.jeroboam-paris.fr](http://www.jeroboam-paris.fr)





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, Jérобоam 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 19<sup>th</sup> 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



METROPOLITAIN

JEROBOAM







ORIGINO

ENIGMATIC MUSKS

Worn on bare skin, ORIGINO speaks for itself.



BERGAMOT

PINK

PEPPERCORN



JUNIPER

NUTMEG



SANDALWOOD

ENIGMATIC MUSKS



ORIENTO

ORIENTAL FLORAL MUSK

Vanina Muracciole revisits her cocktail of “enigmatic musks” with the famous “rose oud” accord, which is considered an immense classic in the Middle East.



LEMON

SAFFRON

STYRAX



ROSE

YLANG-YLANG

APPLE



SANDALWOOD

PATCHOULI

ENIGMATIC MUSKS





MIKSADO

ORIENTAL AMBER MUSK

JEROBOAM invents a purely addictive perfume, in which fruity and spicy notes fuse with an indelible assemblage of precious woods and musks.



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.



BERGAMOT

LABDANUM

SAFFRON



CEDAR

GERANIUM

GAIA

WOOD



PATCHOULI

VANILLA

ENIGMATIC

MUSKS



VANILLA



JASMINE



ENIGMATIC

MUSKS





HAUTO

MUSKY SOLAR FLORAL

During the Roaring Twenties, French Cancan dancers in the celebrated cabarets of Paris had their own very specific perfume rituals. It is said that they perfumed “every hill and valley” — wherever they wanted to be kissed. HAUTO (“skin”) is an invitation to experience the fragrance of “skin”.



BERGAMOT

PINEAPPLE



TUBEROSE

ROSE

SPICES



ENIGMATIC MUSKS



VESPERO

WOODY AMBER MUSK

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.



BERGAMOT

APPLE

PINK

GRAPEFRUIT



CEDARWOOD

GERANIUM

LEATHER

JASMINE



PATCHOULI

AMBERY

WOODS

RASPBERRY

ENIGMATIC

MUSKS





AMBRA

MUSKY WOODY ORIENTAL

Taking on an olfactory family this well known is no mean feat. It's a testament to Vanina's originality and creativity that this **AMBRA** is very "Jeroboam", in other words modern, daring and sensual.



BOHA

FLORAL MUSKY

**BOHA** is constructed around a white flowers bouquet that evokes purity. The perfume subtle, delicate and both opulent, will move you deeply and is worn like a provocation.



BERGAMOT

GERANIUM

INCENSE



PERU

BALSAM

PATCHOULI



VETIVER

VANILLA

TONKA

BEAN

ENIGMATIC

MUSKS



BERGAMOT

ALMOND



VIOLET

LEAVES

GARDENIA

JASMINE

ORANGE

BLOSSOM



AMBERY

WOODS

OAKMOSS

SANDALWOOD

ENIGMATIC

MUSKS





When the “devilish” patchouli meets the «pheromonal» grey amber... the result is beyond a perfume, it becomes an alchemists’ potion with an aphrodisiacal promise. In Vanina Muracciole’s creation, **LIGNO** is a woody extract with Amber at its heart, wrapped by the signature enigmatic musks that gives an unapparelled volume to each **JEROBOAM** perfume.



BERGAMOT

SAGE

SAFFRON



CISTUS

GREY

AMBER

FIR

BALSAM

ROSE



TONKA

BEAN

PATCHOULI

ENIGMATIC

MUSKS

# THE NEW EXTRACT





FLORO  
FRUITY WOODY

An enchanting elixir that plays it close to the chest, **FLORO** will win the hearts of women and men alike. Pride of place goes to the formidable secret weapons each flower deploys to seduce or simply ensnare its prey. Enthralling!



PINEAPPLE GREEN AND RED APPLE



SANDALWOOD JASMINE TRANSPARENT FLORAL



CEDARWOOD DRY WOOD WHITE MUSKS



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GOZO  
FLORIENTAL SPICY

For the first time, the Parisian brand Jérôboam 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.



BERGAMOT

SAFFRON

TUBEROSE



CEDARWOOD

VIOLET LEAF

GERANIUM



PATCHOULI

MUSK

AMBROXAN

EXCLUSIVE COLLABORATION



# JEROBOAM



PERFUME EXTRACTS FOR URBAN NOMADS



UNUE  
FLORAL WOODY

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.



BERGAMOT

PINK

BERRIES

PINEAPPLE

ANISE



PLUM

JASMINE

YLANG-YLANG



SANDALWOOD

ENIGMATIC

MUSKS

PATCHOULI

EXCLUSIVE COLLABORATION







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