

JEROBOAM

PERFUME EXTRACTS FOR URBAN NOMADS

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.

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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

METROPOLITAIN

JEROBOAM





ENIGMATIC MUSKS

Worn on bare skin, **ORIGINO** speaks for itself.



BERGAMOT

PINK

PEPPERCORN



JUNIPER

NUTMEG



SANDALWOOD

ENIGMATIC MUSKS



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 Héning, 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

GAIAIC WOOD



PATCHOULI

VANILLA

ENIGMATIC MUSKS



VANILLA



JASMINE



ENIGMATIC MUSKS



HAÛTO

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. HAÛTO (“skin”) is an invitation to experience the fragrance of “skin”.



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

PINEAPPLE



TUBEROSE

ROSE

SPICES



ENIGMATIC

MUSKS



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




 LIGNO
 WOODY MUSKY

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

EXCLUSIVE COLLABORATIONS



JEROBOAM

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For the first time, the Parisian brand Jéroboam 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

JEROBOAM



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