

Fragrance
by
JACQUEMUS



JACQUEMUS ENTERS BEAUTY

JACQUEMUS X L'ORÉAL



2009

Founded by Simon Porte
Jacquemus at age 19.

2018

Breakthrough Growth:
€11.5M in sales.

2022

First Flagship Opens:
Avenue Montaigne, Paris.

2024

Global Expansion:
Stores in Dubai, New York, and
London.

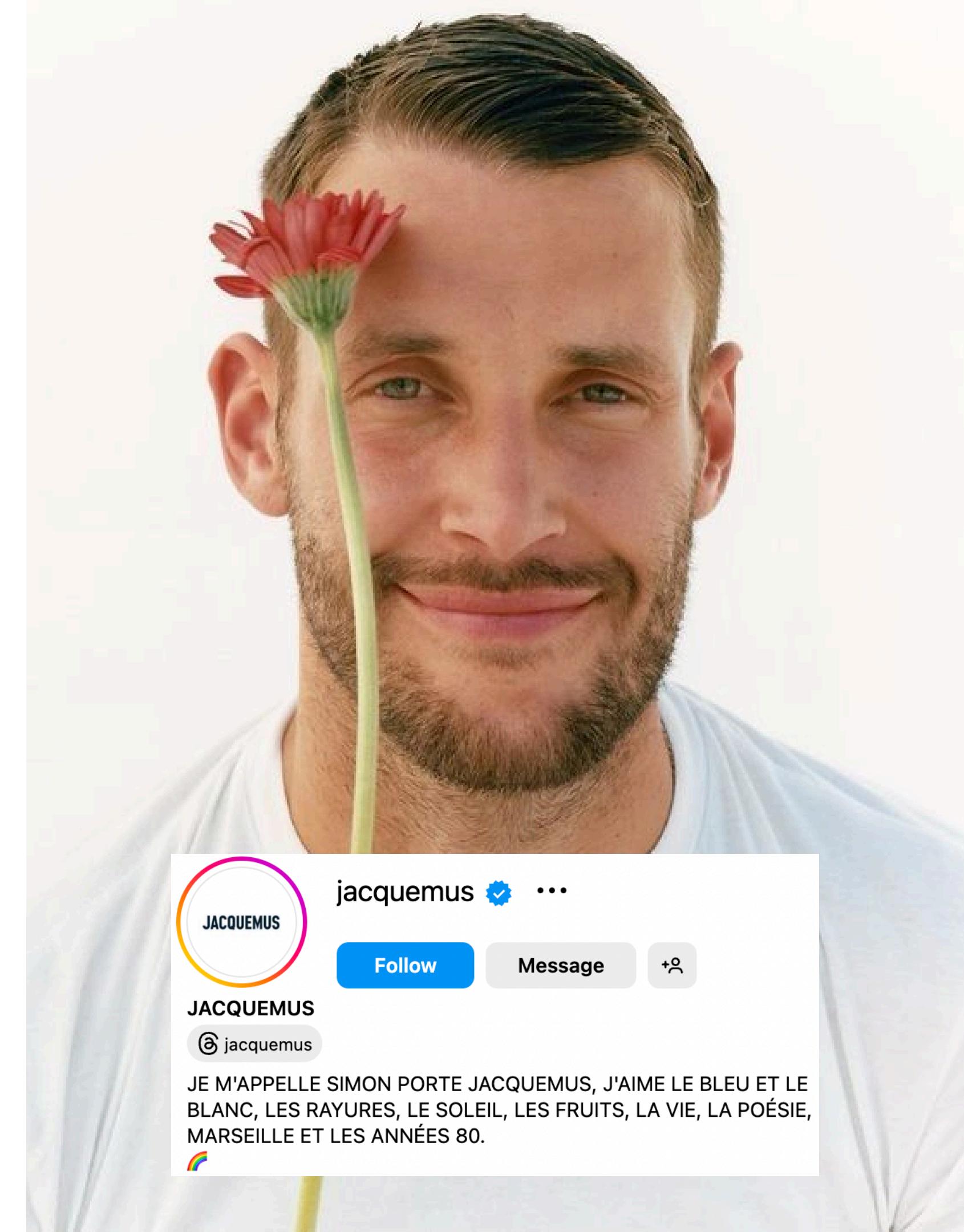
2025

Strategic Beauty Move:
L'Oréal acquires 10% stake.

THE MIND OF SIMON

- Grew up in the **South of France**; Raised in the quiet beauty of Provence.
- Simon's identity is rooted in the scent of places, people, and summers.
- **Minimalism** not as an aesthetic choice, but a way of life.

"Minimalism was not a concept. It was my reality." — Simon Porte Jacquemus



BRAND PERSONALITY

Sun-Soaked & Sensual

Evokes warmth, citrus light,
golden hours in Southern France

Mediterranean Spirit

Nature, tradition, slowness - sea,
wheat, lavender, olive trees

Artistic & Unexpected

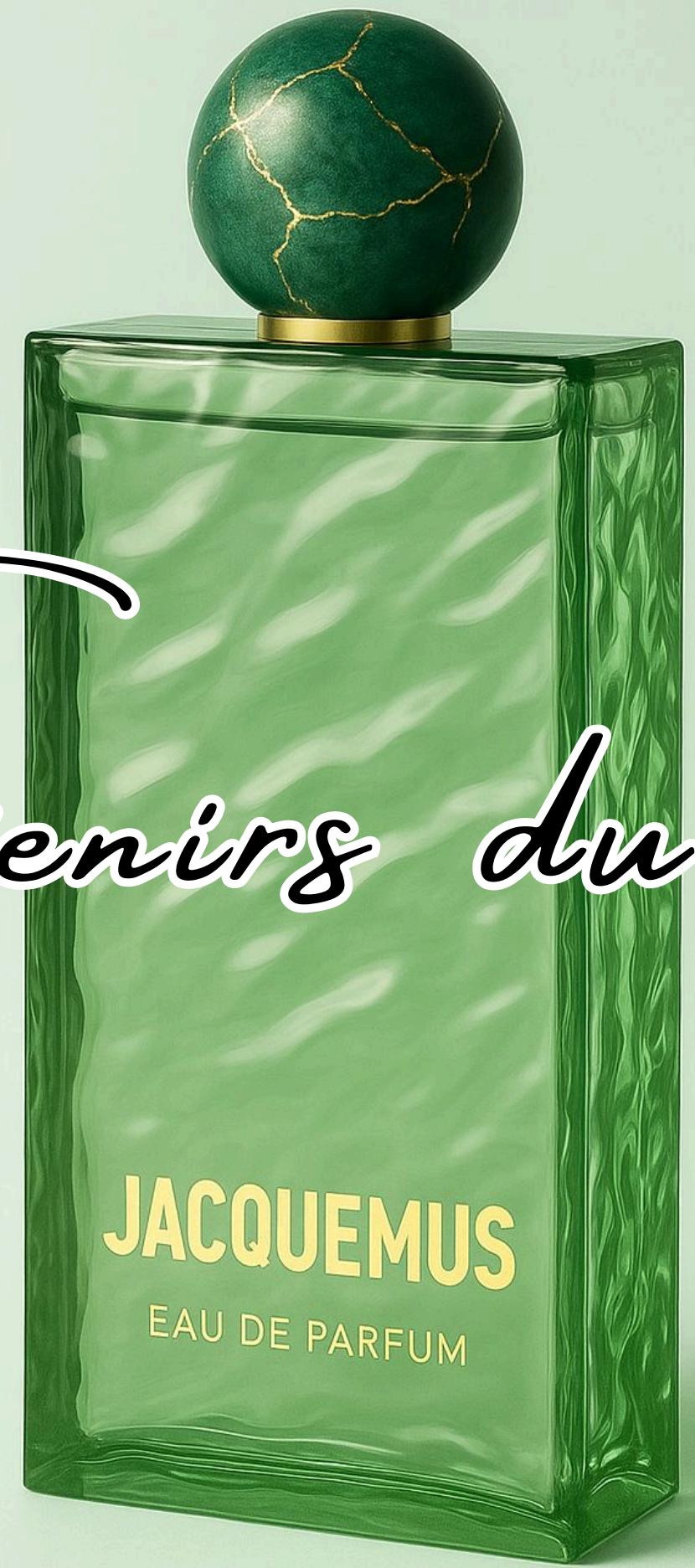
Bold shapes, playful silhouettes -
always visual, emotional surprises

Instagram-Native

Visually driven, modern storytelling -
stylized but not overproduced



Souvenirs du



sud



A poetic, sun-drenched fragrance collection by Jacquemus

Inspired by the timeless summers of Simon Porte Jacquemus's youth, each fragrance is named after one of these childhood memories of Southern France, designed like scented postcards.



Key Differentiators:

- Emotion-driven, memory-evoking scents inspired by Mediterranean landscapes
- Minimalist, artful design with personalized touches
- Sustainable packaging aligned with Jacquemus' natural, effortless aesthetic

Positioning:

Between luxury niche artisanal brands & accessible premium designer fragrances, bridging authenticity & lifestyle aspiration.

Target Audience:

Discerning, culturally curious consumers who value authenticity, storytelling, and sensory experiences over trends.

Le Linge de Mamie



- TENDER
- CLEAN
- SENTIMENTAL

Scent Notes: Almond, rosewater, cotton, musk

Emotion: Soft, nostalgic

L'Olivier en Juillet



- TACTILE
- SOLAR
- ROOTED

Scent Notes: Olive leaf, fig milk, warm stone

Emotion: Dry warmth, grounded

Zeste à Midi



- PLAYFUL
- RADIANT
- LIGHT-HEARTED

Scent Notes: Bitter orange, neroli, wheat

Emotion: Joyful, sparkling



THE RANGE ASSORTMENT



**Hero SKU for each
Fragrance**

Eau de Toilette 50ml

Eau de Toilette 100ml

Future Extensions

Eau de Parfum 50ml

Scent Discovery Kit (5ml EDT of each)

**Matching Body Line for
each Fragrance**

Body Lotion (200ml)

Shower Gel (200ml)

Scented Soap (100g)

TIERED CHANNEL SELECTION

Channel	Retailers	Role in Strategy
Flagship Retail	Jacquemus Paris (Avenue Montaigne)	A+ door: brand-controlled, immersive experience
Dept. Stores	Galerie Lafayette, Le Bon Marché, Printemps	A-tier: prestigious, high-visibility windows for brand exposure
Perfumery Chains	Sephora (flagships), Marionnaud, Nocibé	B-tier: regional expansion with strict door selection
E-Commerce	www.jacquemus.com/fr_fr	Digital flagship: national reach, storytelling, direct control

L A U N C H A R

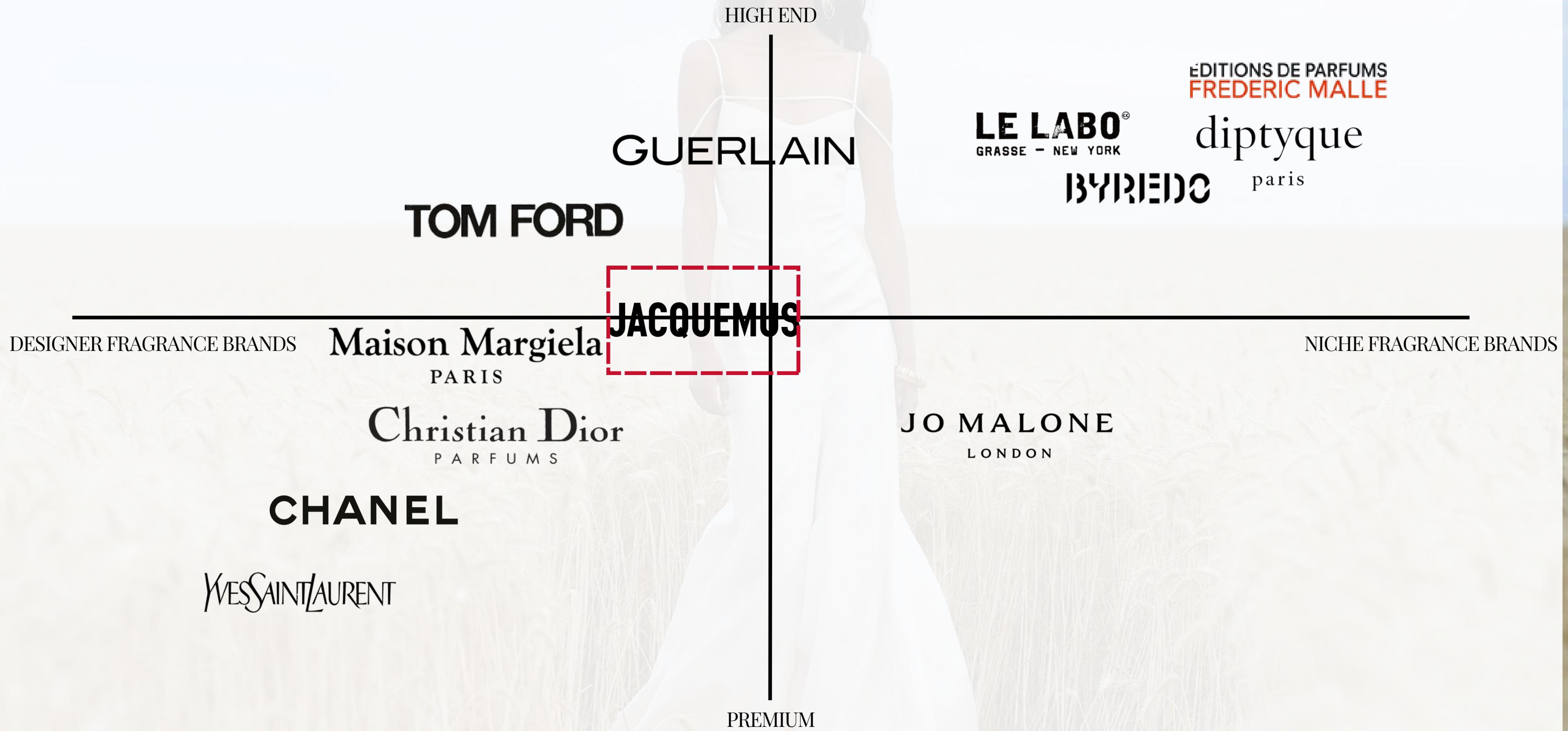
Retailer	Type	Launch Date	# of Doors
Jacquemus Flagship	Own Retail	09/2025	1
Galeries Lafayette	Department Store	09/2025	1 (Haussmann)
Le Bon Marché	Department Store	10/2025	1
Printemps Haussmann	Department Store	10/2025	1
Sephora (Flagships only)	Selective Perfumeries	10/2025	5
Marionnaud (Select)	Selective Perfumeries	11/2025	3
Nocibé (Select)	Selective Perfumeries	11/2025	2
E-Commerce	Online	09/2025	0



STRATEGIC FOCUS

- Paris is the launch epicenter, reinforcing Jacquemus' fashion identity.
- Phase 1: Brand-owned and flagship department stores for high-impact visibility.
- Phase 2: Expansion into top-tier perfumery chains with strict door curation.
- Omnichannel readiness ensures seamless brand experience across online and physical touchpoints.

POSITIONING MAP



RECOMMENDED RETAIL PRICES (€)

Product	Price	Price/ml
Eaux de Toilette (50 ml)	125€	(2,5€/ml)
Eaux de Toilette - 100 ml (+35%)	168€	(1,68€/ml)
Body Lotion - 200 ml	64€	(0,32€/ml)
Shower Gel - 200 ml	51€	(0,255€/ml)
Scented Soap - 100 g	35€	(0,35€/g)



merci

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