

LUSSO

COLLECTIVE

LUSO COLLECTIVE IS THRILLED
TO HAVE LAUNCHED MARIEJEANNE
IN AUSTRALIA & NZ

To offer the best perfume, MarieJeanne is involved in every step of the process from the planting to the final fragrance. Enhanced with natural essential oils that are carefully sourced, each one has it's own own unique fragrance story. The entire production is made by hand in a limited series in Grasse.



GRASSE & GEORGES



As part of the intangible cultural heritage site by UNESCO since 2018, Grasse is the world capital of perfume. It is internationally known for its emblematic flowers: the tuberose, the jasmine grandiflorum and the centifolia rose.

Born in Grasse, Georges Maubert has been immersed in the world of perfume since his childhood, and is conscious of the treatment of each local flower, right up to the composition of scents.

He is part of the fifth generation of the Robertet company, world leader in natural raw materials. Since 1850, his family has worked in the perfume industry as farmers, chemists, perfumers, and sourcing experts. This ancestral knowledge has been mastered and developed to offer you the most beautiful fragrances.

THE CREATOR



In 2014, he created MarieJeanne with the first scented candle collection. He developed his line progressively and launched his first Colognes in 2018, and the following year his first eau de parfum...

To offer new formulas, he regularly visits different cultivation sites, perfume plants and the production of raw materials. While also travelling to Morocco for the Neroli, New Caledonia for santal wood, Madagascar for vanilla and in Turquia for iris. Thanks to his most recent travel, he created the eau de parfum Iris Pallida and the eau fraîche Adèle.

Often in Grasse for the harvesting of local flowers: rose centifolia, jasmin, mimosa, the florals continue to inspire him.

Since his youth, Georges has been aware of the numerous scents of the Grasse region, especially those of the rose fields and the orange blossom fougassettes of the Maison Venturini. He enjoyed wandering in the Robertet laboratories and playing the apprentice chemist whilst learning the intricacies and nuances of creating fragrances with laboratory technicians.

At the age of 14, he did his first internship at the Chanel creation laboratory supervised by the perfumers Jacques Polge and François Demachy. This enriching experience confirmed his interest in the world of perfume. Then, in parallel with his studies at the Instituto Marangoni, he worked as a marketing assistant for the Robertet group in Paris.

PARFUMS

The raw materials are at the heart of the scent creation, all unique they have their own olfactory identity. To source them, MarieJeanne goes back to the origin of perfume, in Grasse, but also explores all over the world. It's aim is to always support sustainable agriculture.

Georges Maubert highlights the authentic scents of raw materials through his know-how. In the creation process, his starting point always begins with the natural raw material and/or in the laboratory. By collaborating with renowned perfumers (Alexis Dadier, Sidonie Lancesseur, Karine Vinchon, Michel Almairac), he simplifies the formulas to focus only on the essential: the perfume.



Tonka Lavende Eau De Parfum

With an aromatic start, this perfume combines lavender with the almond and gourmet aspect of tonka bean, which provides authenticity and freshness.

Jasmin Patchouli Eau De Parfum

This fragrance is characterised by the absolute of jasmine grandiflorum from Grasse, known for its olfactory qualities and rarity. Combined with a modern patchouli, this fragrance is elegant and warm.

Vetiver Santal Eau De Parfum

Fresh and powerful at the sametime, the hazelnut smell of vetiver and the milky sandalwood marries the sweet notes of benzoin and earthy notes of patchouli to create a perfume that combines elegance and modernity.



Iris Pallida Eau De Parfum

The finest iris butter and absolute are used to create a concise formula in which essences of sandalwood, patchouli and vetiver offers the pedestal of a modernised iris with a fresh hazelnut inflection. Cashmeran, musks and ambroxan add thickness to the note and brings sensuality and complexity for a contemporary scent.



HERITAGE COLLECTION
COLOGNE

Inspired by perfumery's traditional formulas, these original fragrances are elaborated with rigor and true emotional researches.

Georges Maubert created his brand in memory of his grandmother Marie-Jeanne, very attached to the town of Grasse and its region. It is this heritage that he shares and entwines within each of his creations. His inspiration emanates from the scents of his childhood, his garden and the people that evolve around him. He repeats the ancient formulas passed over from generation to generation.



Marcel

With its round and smooth perfume, Marcel revives the Cologne by giving it a new lease of life. It combines woody cedar and patchouli which is emphasized by the leathery ylan-ylang and aromatic lavender.



Leon

Léon combines a honeysuckle and orange blossom combination, often associated to the delicious clean-scent and the one of babies as well to make way to a woody and musky base notes. Soft and comforting, this perfume is suitable for both children and adults.

Adele

Fresh and elegant, Adèle combines the powdery softness of Iris and the green of Galbanum, this Eau Fraîche delicately transports to a sunny garden.



CANDLES

MarieJeanne candles are made from the finest natural ingredients. Each composition is concentrated at 12% which gives them this remarkable intensity during combustion. Carefully made with patience, the wax used is a unique blend for each fragrance of natural wax (50% of coco & colza) and paraffin wax (50%), the wicks are made in cotton lead-free. All the fabrication steps take place in Grasse.



Geranium

Its refreshing and warm fragrance combines the beauty of a Geranium Bourbon with the green notes of Buchu and the earthy notes of Patchouli for an authentic and energising atmosphere.

Tubéreuse

Composed with tuberose from Grasse, this scented candle from the land of white flowers has bewitching and sensual scents.

Jacqueline

Jacqueline is the freshness of verbena combined with the velvety roundness of the fig leaf. This candle with lemony notes. will refresh the atmosphere of the house.

AROMATHERAPY

MarieJeanne mists have been carefully developed with natural essential oils, selected for beneficial properties on the soul and body.

They can be used as perfumes but also sprayed on the laundry or in the interior for a relaxing moment. Each mist is a studied combination of natural essential oils mixed in organic alcohol.

Brume D'hiver

This winter mist was carefully developed with natural essential oils. It creates a warm and intimate atmosphere with its comforting notes. The mists can be used as perfumes but also sprayed in the interior for a warm moment.

Brume D'oreiller

MarieJeanne have carefully developed their pillow mist with natural essential oils to improve sleep. Soothing, it creates a scented, clean and comforting atmosphere. Spray the mist 15 minutes before going to bed or as a personal fragrance for an optimal relaxing time.

Brume Matcha

The limited edition Matcha Mist has been carefully developed with natural essential oils, selected for their beneficial properties for the body and mind. The mist can be used as a skin fragrance, but also sprayed on bath linen or in the home for a meditative moment.

Brume D'été

This summer mist was carefully developed with natural essential oils. It creates a refreshing and healthy citrus veil. These mists can be used as perfumes but also sprayed on bath linen or in the interior for a moment of freshness.





INGREDIENTS & PACKAGING

The sourcing focuses on sustainability and supply security of our natural raw materials. MarieJeanne is proud to work with experts and passionate producers.

MarieJeanne certifies that none of its products or components have been tested on animals. The entire collection is Vegan, with a strong belief that the human touch and care is at the heart of their process. That's why they chose to work with Robertet, a perfumery industry, which focus its work on environment and humans connexions. Together, they reduce waste, limit CO2 emissions through the atmosphere and manage their water footprint.

Georges Maubert has opted for a minimalistic packaging, focusing on the perfume and its formulations. The packaging is unique, in wood, which means there is no plastic and unnecessary waste.



The presence of green symbolises nature, recalling the original colour of the laboratory bottles used in perfumery to preserve essential oils and absolutes. The design of the bottles has always existed as it was originally used in perfumers' laboratories.

All the perfume bottles are made in French workshops with a special dedication and care taken with all craftsmanship, including working with glass blowers to make the glassware for the candles.



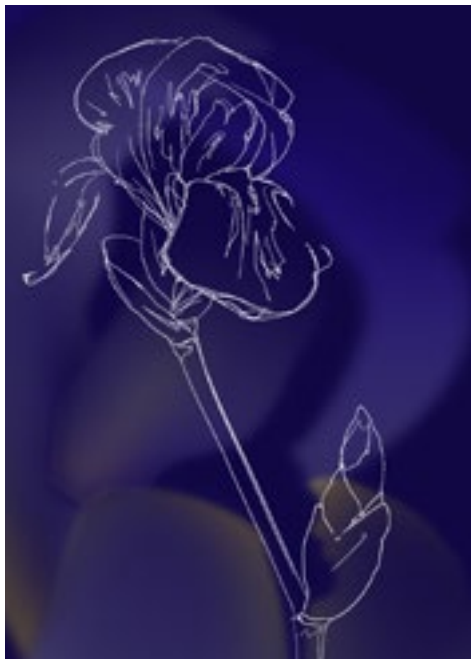
ENGAGE / COLLABORATE

Innovation, creativity and collaboration are the keys to building a strong brand. With the assistance of Studio Tekni, we have formulated a range of communications to build brand awareness and optimally connect with our customers. Through this collaboration, we have diversified our reach, alongside regular influencer marketing from renowned figures in the fragrance space.

Partnering with the likes of Erin Maxwell and Talisa Sutton has increased the profile of our niche offering and showcased the art of perfumery to their unique audiences. These collaborations have brought in a new wave of customers who have been inspired by the idea of finding a signature fragrance that speaks to their individuality.

This passion expands to select businesses who share our vision and values. We have strong active relationships with Working Style NZ, Mim Design Studio and Viktoria & Woods, helping to increase visibility and cross-promotion of our stocked brands. Many other renowned retail store partnerships have helped to further bring our fragrances to a wider audience. Harrolds, Incu and Other Criteria are examples of such partnerships. By assisting with education, marketing, displays and unique retail activations, we can ensure that each partner has the tools required for optimum success.

Collaboration is key in the fragrance industry. With such a passionate niche community, working with like-minded partners is what will drive lasting growth and inspire the new generation. An authentic passion is at the core of this, allowing fragrance enthusiasts from across the globe to relate. Our ultimate goal is to continue spreading this passion far and wide, with a strong network of collaborators by our side.



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