

MAYBACH PARFUMS

The House of Maybach launches its very first Fragrance collection, an olfactive ode to power and perfection

Maybach: a classic brand with a modern spirit

Ever dreamed of driving into the sunset in world's most extraordinary car, one whose bold figure and luxurious features are distinctive enough to form a class of their own? If so, you may have the heart of a Maybach driver.

A timeless automobile brand with a unique flair for futuristic perfection, the House of Maybach has long been a trendsetter in the exclusive world of niche car design. And it keeps on innovating every day, in every way. High-minded customers from all over the world choose Maybach vehicles for their sleek lines, refined finishing touches, and state-of-the-art engines. For many of them, the brand has quite simply become a way of life, one where beauty and excellence combine to make every journey extraordinary.



The Maybach Fragrance collection: when passion meets perfection

Today, Maybach is inviting all beauty lovers to go one step further and fully immerse themselves in the luxurious Maybach lifestyle. Come discover the very first Maybach private fragrance collection, a set of six exclusive, non-gendered scents designed to bring our core values to the refined world of haute perfumery. For we believe that excellence is an attitude... and that nothing conveys attitude better than a unique personal fragrance composed with a resolutely modern, ground-breaking vision and made with the most extraordinary ingredients. Each of the six fragrances was created with the same thirst for extraordinary beauty and refined perfection as a Maybach automobile, with world-renowned Master Perfumer Anne Flipo steering the wheel in her atelier in Grasse, in Southern France. As she puts it herself, her work involved a great deal of intense research as well as a "careful selection of the most prestigious ingredients from the perfumer's palette".

"Each ingredient was chosen for its particular performance, she explains. Throughout the process, we constantly felt the connection that exists between our two worlds, as we strove to produce state-of-the-art gems of technology."

As befits all Maybach products, every raw material used in the collection was selected and sourced with the utmost care by French leading company L'Atelier du Parfumeur – IFF, through its subsidiary LMR Naturals, a sustainability-focused provider which provides training and safety equipment to employees, along with promoting strict agricultural practices in order to preserve the environment.

The Fragrances: capturing the essence of Maybach Each of the six Maybach fragrance was composed in keeping with the brand's core values and DNA: emotion, sophistication, passion, and excellence.

RADIANT GREEN

A vivid fragrance inspired by the crisp, herbal feel of dewy leaves in the morning, RADIANT GREEN is a superb ode to the green brightness of spring, magnified by delicate notes of Neroli and enhanced by clean touches of iconic Savon de Marseille for a shimmering finish. Designed to inspire and energize, this unique composition vividly evokes the almost-cold radiance of gleaming chromes as they fuse into a fast, shimmering wake. The heart beats faster, the adrenaline rushes up... it's a brand new world today. Thanks to an exclusive partnership in Tunisia, LMR Naturals has direct control over which manufacturing and extracting tools are used in the production of Neroli. This guarantees that LMR Naturals gets only the best, freshest Neroli.

SNOW WHITE LEATHER

Leather plays the lead role in this vibrant fragrance, albeit in a tamed manner designed to evoke the snowy feel of white suede. The luxurious, musky scent of Ambrette acts as the opening note, before giving the stage to the deep, velvety softness of Saffiano™ against a backdrop composed of unexpected touches of Rum mellowed by the comforting feel of Patchouli. The result is a unique creation which strikes the perfect balance between strength and tenderness... an invitation to let yourself get carried away into sweet sensuality. Saffiano™ is an exclusive creation from the R&D department of IFF, a synthetic and biodegradable molecule with the unique ability to evoke both the character of leather and the soft feel of suede. SNOW WHITE LEATHER also uses several ingredients supplied by LMR Naturals,

FASCINATING OUD

A luxurious, deep-scented wood with a vibrant aura, Oud is the perfect olfactive embodiment of the elegant power which radiates from every Maybach vehicle. FASCINATING OUD offers a new twist on this time-honored ingredient by setting its rich Oriental notes in surprising contrast with the playful brightness of Mimosa bloom and the sweet, gourmet accents of Plum. The result is a unique, multi-faceted composition which holds the same power of fascination as a Maybach car. FASCINATING OUD includes several sustainably-sourced ingredients provided by LMR Naturals.

VIBRANT TUBEROSE

The heady scent of the Tuberose is displayed in a whole new light in this lavish fragrance, with salty notes of hazelnut and a fresh, mossy touch of vetiver conspiring to balance out its natural sweetness. Usually intended for women, tuberose is redefined here as a masculine flower, albeit without losing its sensual power and warm embrace. A unique twist which results from Anne Flipo's unique vision and decade-long experience. Tuberose is indeed one of the most complex ingredients in the perfumer's palette, one which only exceptional craftspeople can handle. As such, it definitely belongs in the Maybach line, as an illustration of the brand's outstanding level of technological mastery and thirst for innovation. The Tuberose absolute used in this fragrance comes from the exclusive partnership between LMR Naturals and Nesso, which guarantees both a demanding selection process for the flowers and a strong attachment to good farming practices implemented with producers in the fields in India.

UNEXPECTED ORRIS

The elegant, powdery notes of Iris are combined here with seductive woods and a surprising touch of fresh spearmint to create a fragrance like no other. UNEXPECTED ORRIS is an ode to the most luxurious flower in the perfumer's palette, just like a Maybach car is a tribute to the most exclusive materials in the world. Orris root – the root of the Iris flower – is a unique ingredient in more ways than one. The Orris root we use here is provided by LMR Naturals and derives from the upcycling of exhausted rhizomes, a unique process which opens the door to brand new olfactory interpretations while promoting sustainability.

CHARISMATIC ROSE

A new twist on a classic ingredient, CHARISMATIC ROSE offers an intense dialogue between the feminine sweetness of rose and the addictive, comforting presence of cocoa, over a powerful base of rich oakwood. This unexpected duality framed by the timeless elegance of wood makes it the perfect fragrance for sophisticated individuals with a strong drive and a subtle heart. CHARISMATIC ROSE perfectly conjures the powerful aura which radiates from a Maybach car, and from the House of Maybach itself.

Sourced directly from Turkey, the rose absolute selected by LMR Naturals comes solely from flower farms with a For Life certification, which guarantees superior quality and responsible farming methods.

A celebration of design

A perfect embodiment of the core values of The House of Maybach, the collection presents a refined design whose features were carefully imagined to match the brand's DNA.

Every detail has indeed been painstakingly drafted and crafted, just like those of a Maybach car, in order to take perfection one step further and to elevate excellence to magic. The bottle thus assumes a sleek, inspiring shape in which straight lines and rounded edges combine to create a trademark futuristic vibe. The sides of the bottle are plated in shimmering aluminium and engraved with the distinctive Maybach logo and the name of the fragrance, a clean and luxurious finishing touch designed to evoke the shiny chromes of a Maybach car. As befits such a beautiful object of art, the bottle also features an elegant wooden base sporting the Maybach logo in gleaming silver letters: a unique, never-seen-before addition which both confers extra stature to the bottle and keeps it safely upright in two manners – with the pump spray at the top and visible, or at the bottom and concealed in a round hollow carved in the wood. These simple-yet-unexpected details all concur to make this fragrance collection a perfect illustration of what Maybach stands for – luxury, innovation, and extraordinary details. Finally, each fragrance is sold in a distinctive ivory-colored box bearing the house logo. A true feast for the senses... in the most refined manner. Just like the ingredients used in the fragrance themselves, each of the materials which compose the bottle, the wooden stand and the box was sourced from sustainability-focused producers and perfectly embodies our strict eco-friendly rules.