

2nd Quarter 2010

Masculine Fragrance Event *GENERATION M*

by

MAUBOUSSIN



MAUBOUSSIN, an ancestral innovator!

M GENERATION,

- A fragrance that highlights the timeless elegance of a confident man.
- A fragrance so precious as to pass from generation to generation.
- The signature of an ancestral innovative spirit!

The *M GENERATION* man

He enjoys noble materials, luxury and rarity. A great charmer, he likes his perfume to enhance his distinguished style and natural elegance.

He has picked up here and there a few objects that he never parts with, as if they were part of him: his watch, his club chair, his vintage key-ring... and his Perfume.

He wears *M GENERATION* by Mauboussin, which he has picked as a true expert.

He treasures it as a fetish, as a fellow traveler improving with time.

One day, he will also pass it on, like an identity sign...





Ceylon
Ginger



Nutmeg



Sechuan
Pepper



Iris
roots



Incense



Egyptian
Jasmine



Labdanum



Moroccan
Cedar



Guayacan
Wood

FRAGRANCE

A **Rare fragrance**, distinguished, elegant with warm and sensual woody notes, splashed with mysterious spices.

First contact: a fresh Bergamot and Ceylon Ginger start, exhilarated with spices: Nutmeg, Pink Bay and Sechuan Pepper.

Very soon the fragrance unveils its captivating heart, with refined powdery clouds of **Iris and Incense** harmonizing with Cinnamon and Egyptian Jasmine.

Finally, Rockrose and Labdanum bring Oriental accents to the elegance of **precious woods:** Moroccan Cedar, Sandalwood and Guayacan wood.

The very « material-oriented » mix created by artist « master-perfumers » - just like MAUBOUSSIN is a « master jeweler » - brings the fragrance all its rarity and nobleness.

Olfactive family:

A Woody-Spicy fragrance

- A family that gives pride of place to quality materials
- Currently very trendy
- The ideal complement to the classic MAUBOUSSIN (Woody-Aromatic)

Perfumers:

Henri Bergia and Claire Chambert

Designer:

Thierry Faucon

PACKAGING

The original and attractive packaging is that of a luxury product designed for today's generation.

Essentially based on substance and materials, it reflects the fragrance's « *identity* » choice.

The bottle:

It is the fetish object of a hedonist who knows how to appreciate beautiful things.

The tinted metal gradually leaves place to transparency at the base, revealing the perfume.

The box:

The shiny deep-black box bears a worn, almost rusted plate marked with the words *M GENERATION* like an engraving.

As if « *welded* » to the box and embossed by hand, it bears the marks of time, to better symbolize the ancestral know-how passing from generation to generation.

All made of contrasts and material effects, it imposes its great modernity.

Eau de Parfum Natural Spray 100 ml

MAUBOUSSIN



Mauboussin Fragrances are available in selective perfume stores.

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