

# MATIERE PREMIERE

Dubai, October 2020.

MATIERE PREMIERE breathes sincerity and excellence while having an approachable and authentic offer. This vision brought MATIERE PREMIERE to creating and revealing the art and conception of “undisputable high-end contemporary French perfumes.”

At MATIERE PREMIERE lies a strong advocacy and principles for perfumery.

- Focused on protecting and preserving raw materials of outstanding quality.
- Dedicated to invest all means and energy in creating incredible perfumes of the finest composition.
- Driven by offering a genuine experience, and a long-lasting effect on the skin.

The positioning of MATIERE PREMIERE, is minimalistic, with a purified packaging and bottle. Indeed, the star isn't the bottle, but the raw material.

The fundamental is to defend the natural ingredient and to sublimate it which brings MATIERE PREMIERE to developing the finest and most expensive formulas of the market, keeping as a red thread their essential contemporary style and spirit.

The master perfumer behind MATIERE PREMIERE is no other than an internationally renowned perfumer, Aurélien Guichard, who has been awarded unfailingly since 2010 for most of his creations, such as for Narciso Rodriguez and Gucci to name a few.

Following the creation of “Parisian Musc” for MATIERE PREMIERE, Aurélien was again awarded during *Marie Claire International Fragrance Awards – Prix France Best Fragrance*.

For MATIERE PREMIERE, everything starts from the workshop. Aurélien shares his work and reveals his creative approach:

*At the start of each fragrance, an idea. It takes shape around an exceptional natural ingredient, which has many olfactive facets. Aurélien chooses to attenuate or on the contrary, to highlight some of these facets. His work will reveal and sublimate the best that nature has to offer.*

MATIERE PREMIERE (which stands for Raw Material) prides itself by sourcing only the best natural ingredients in the world, and giving the upmost priority to Organic & Sustainable harvest.

In 2016, Aurélien Guichard together with his family founded a Rose Centifolia organic farm (Ecocert®) in the Grasse region.

He is the only Perfumer to own and produce his own Rose Centifolia.

Following a family and regional know-how, he cultivates thousands of Roses on an exceptional terroir, recognized as Intangible Cultural Heritage of Humanity by UNESCO in 2018.

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Today MATIERE PREMIERE is launching in Dubai, and soon within the whole Middle East region.

It gives MATIERE PREMIERE team great pride and joy to launch in a market fulfilled with the finest fragrance connoisseurs and devotees and where they are convinced they will develop a loyal clientele.

*For any brand & business inquiries, please contact Sonia Leretz*

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# MATIERE PREMIERE

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## PRICES

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COLOGNE CEDRAT 100ML	880 AED
NEROLI ORANGER 100ML	880 AED
PARISIAN MUSC 100ML	880 AED
BOIS D'EBENE 100ML	880 AED
SANTAL AUSTRAL 100ML	880 AED
ENCENS SUAVE 100ML	880 AED
CUSTOM SET 3 x 6ML	360 AED
CUSTOM SET 6 x 6ML	655 AED
DISCOVERY SET 6 x 6ML	655 AED

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## AURELIEN GUICHARD MAIN CREATIONS

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- Versace, Eros
- Narciso, Narciso Rodriguez
- Tom Ford, Sole di Positano
- Gucci, Gucci Guilty
- Armani Privé, Bleu Turquoise
- Comme des Garçons, Play
- Issey Miyake, L'Eau Majeure
- Narciso Rodriguez, Narciso for Her, Amber Musk
- Michael Kors, Wonderlust,
- Gucci, Gucci Intense Oud
- Robert Piguet, Visa

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## AURELIEN GUICHARD MAIN DESIGNER & PERSONALITIES COLLABORATIONS

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- Carine Roitfeld
- David Lynch
- Diane von Furstenberg
- Heidi Klum
- Issey Miyake

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- John Galiano
- Michael Kors
- Narciso Rodriguez
- Rei Kawakubo and Adrian Joffe for Comme des Garçons
- Sean John
- Tom Ford

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## AURELIEN GUICHARD AWARDS

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- Prix France Best Fragrance (2020) for “Parisian Musc”(MATIERE PREMIERE), Marie Claire International Fragrance Awards.
- Best Feminine Perfume of the Year (2017) for “Narciso Poudrée” (NARCISO RODRIGUEZ), Academia del Profumo.
- Best Olfactory Creation Women (2017) for “Want Pink Ginger” (DSQUARED2), Academia del Profumo.
- Breakout Star Fragrance (2016) for “Narciso” (NARCISO RODRIGUEZ), Fragrance Foundation Awards USA.
- Best Olfactory Creation Women (2016) for “L’Absolu For Her” (NARCISO RODRIGUEZ), Academia del Profumo.
- Best Women’s Fragrance Luxury (2015) for “Narciso” (NARCISO RODRIGUEZ), L’Academia del Perfume.
- Award for Consumer Choice (2015) for “A thousand wishes”, Fragrance Foundation Awards USA.
- Special Jury Award for the Best Selective Perfume (2015) for “Narciso” (NARCISO RODRIGUEZ), Oscars Cosmetique Mag.
- Best Perfume of the Year (2014) for “Narciso” (NARCISO RODRIGUEZ), Grazia beauty awards.
- Best Fragrance Prestige Female (2013) for “Amber Musc” (NARCISO RODRIGUEZ), Fragrance Foundation Awards Arabia.
- Fragrance of the Year Men’s Prestige (2012) for “Gucci Guilty” for Men, Fragrance Foundation Awards USA.
- Best Feminine Perfume of the Year (2010) for “Ricci Ricci” (NINA RICCI), Fragrance Foundation Awards France.