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Maison Margiela  
PARIS

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Maison Margiela is a fashion house founded in 1988 by Martin Margiela. The Paris-based house showcases fashion and fragrances as arts of meaning rather than a cult of personality. Described as the 'Coolest cutting edge couture house', the Maison designs Haute Couture, women's and men's ready-to-wear, leather goods, footwear, fine jewelry, fragrances, interior design and MM6, its contemporary line.

The Maison's iconic 4 stitches make their mark on the back of all garments as a giveaway to fellow initiates and have come to serve as a symbol of quiet confidence and exclusivity.

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PARIS







John Galliano was named Creative Director of the house in 2014, bringing his sense of spectacle and creative mastery to the unique ethos of Maison Margiela.

Whilst developing his own vision for the house, John Galliano has entirely respected the Martin Margiela state of mind, creating a fascinating organic process.

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PARIS



# REPLICA COLLECTION

In 1994, Maison Margiela introduced the first 'REPLICA' fashion pieces: garments and accessories hand-picked throughout the world and meticulously reproduced, preserving their character and charm. Each piece features a special label inside, describing the source and period of the original item.



In 2012, Maison Margiela has expanded on this unique concept with a collection of fragrances. The 'REPLICA' fragrances collection recreates scents your memories are made of to arouse emotions.



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# REPLICA

from your memories to fragrances

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FROM YOUR MEMORIES TO FRAGRANCES.

The 'REPLICA' collection assembles iconoclast fragrances that have the universal power to trigger personally cherished moments, personal stories lived or to be lived. True to its 'creative collective' approach, Maison Margiela collaborates with the best perfumers, chosen for their genuine connection with the memory to bottle and stimulated by the artistic performance of composing a fragrance as a universal invitation to awaken, celebrate and share unforgettable feelings and emotions.

In line with the Maison's minimalistic approach, the REPLICA bottle is simple yet sophisticated. A cotton label, resembling the tags used on clothing and accessories for the 'Replica' fashion collection, identifies each fragrance.



# FLOWER MARKET

EDT

FLOWER MARKET is a memory of a walk through a flower market. The smell of freshly-cut flowers, wet petals and leaves crushed on the floor, a multitude of flower buckets. An harmony where no flower overpowers another.

## SELLING STATEMENT

"The fresh and opulent memory of a walk through a bustling flower market"

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## KEYWORDS

Generous - Floral - Fresh

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## OLFACTION

Freshly made bouquet of Freesia and Rose from Grasse recreated by:

Freesia Accord, Rose from Grasse

Stems cut and leaves crushed on the floor recreated by:  
Green leaves Accord, Cedar Wood

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## OLFACTORY FAMILY

FLORAL Green

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# UNDER THE LEMON TREES

EDT

UNDER THE LEMON TREES evokes a stroll through a field of brightening lemon trees on a warm summer day. Take a nap in the shade of their refreshing green leaves, lulled by shadows and the soft scented breeze.

## SELLING STATEMENT

"The bright and relaxing sensation of a nap in the shade of refreshing lemon trees' leaves"

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## KEYWORDS

Fresh - Sparkling - Fizzy

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## OLFACTION

Bright scent of baskets full of lemons recreated by:  
Kalamansi Lime Accord

Freshness of the shade under tree leaves recreated by:  
Coriander, Cedar Wood

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## OLFACTORY FAMILY

CITRUS Floral

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# LAZY SUNDAY MORNING

EDT

LAZY SUNDAY MORNING evokes the soft sensation of freshly washed cotton sheets on a sunny morning. The immaculate light gently warms your skin.

## SELLING STATEMENT

"The soft sensation of fresh linen sheets on a sunny morning"

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## KEYWORDS

Clean - Fresh - Comforting

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## OLFACTION

Sensation of freshly washed cotton sheets recreated by:  
Lily of the Valley, White Musks

Sunlight gently warming your skin recreated by:  
Iris, Ambrette Seeds

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## OLFACTORY FAMILY

FLORAL Musky

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# JAZZ CLUB

EDT

JAZZ CLUB evokes the exhilarating and intimate atmosphere of a private jazz club. The scent of cocktails and cigars fills the room, while a saxophone is playing, as you enjoy the warmth of a rich whisky.

## SELLING STATEMENT

"The masculine and exhilarating ambiance of a confidential jazz club"

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## KEYWORDS

Spicy - Confident - Rich

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## OLFACTION

Exquisite aromas of a glass of amber rum recreated by:  
Rum Absolute, Vanilla Beans

Elegant smoky scent of cigars recreated by:  
Tobacco Leaf, Pink Pepper

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## OLFACTORY FAMILY

ORIENTAL Woody

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# COFFEE BREAK

EDT

COFFEE BREAK is the memory of a stop at a warm coffee shop on a freezing winter day in a bustling city. A comforting and cozy break over a creamy coffee, savouring hot pastries. The sensation of milk froth on your lips, the soft sound of the coffee machine.

## SELLING STATEMENT

"The comforting and tasty sensation of a break over a warm and creamy coffee"

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## KEYWORDS

Comforting - Textured - Addictive

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## OLFACTION

The comfort of a warm cup of a cafe latte recreated by:  
Coffee Accord, Milk Mousse Accord

Fresh sensation of soaking your lips in the milk mousse recreated by:  
Lavender, Spearmint

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## OLFACTORY FAMILY

FOUGERE Tasty

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# BEACH WALK

EDT

BEACH WALK captures the memory of a stroll by the sea on a warm summer day. The breeze of the ocean under the heat of the sun. Feet sink into the burning sand. A taste of salt, the scent of sunscreen.

## SELLING STATEMENT

"The vibrant and sunny memory of a walk along a sandy beach"

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## KEYWORDS

Pure - Sunny - Blissful

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## OLFACTION

Sun-kissed skin recreated by:  
Coconut Milk, Musks

Summer day at a sandy beach recreated by:  
Bergamot, Ylang Ylang

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## OLFACTORY FAMILY

FLORAL Floral

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# MUSIC FESTIVAL

EDT

MUSIC FESTIVAL captures the addictive atmosphere of Woodstock music festivals. Time stops. A pleasant confusion of the mind, senses awaken.

## SELLING STATEMENT

"The exalting and addictive memory of music festivals for trancelike sensations"

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## KEYWORDS

Vibrant - Deep - Addictive

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## OLFACTION

Dazing haze of music festivals recreated by:  
Weed Accord, Patchouli

Scent of electric guitar leather straps recreated by:  
Leather Accord

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## OLFACTORY FAMILY

WOODY Ambery

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# SAILING DAY

EDT

SAILING DAY is the memory of a day on a boat by the ocean. The freshness of the sea spray and the wind on your face. The soft warmth of the sun on your back. The communion with endless and deep ocean.

## SELLING STATEMENT

"The fresh and salty experience of an invigorating sailing day"

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## KEYWORDS

Fresh - Salty - Invigorating

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## OLFACTION

Freshness of deep sea recreated by:  
Aquatic Accord, Coriander

Underwater scents recreated by:  
Red Seaweed Essence, Ambergris

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## OLFACTORY FAMILY

WOODY Aquatic

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# AT THE BARBER'S

## EDT

AT THE BARBER'S evokes a vintage masculine ritual in the fresh and clean atmosphere of a barbershop. The sliding of a shaving brush through soapsuds. The dry friction of a straight razor against a leather strap.

### SELLING STATEMENT

"The clean and fresh masculine atmosphere of a vintage barbershop"

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### KEYWORDS

Fresh - Clean - Sophisticated

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### OLFACTION

Freshness and pure scents of a shave recreated by:  
Basil Accord, Lavender

Scent of leathery seats recreated by:  
Tonka Bean, Black Pepper

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### OLFACTORY FAMILY

FOUGERE Aromatic

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# WHISPERS IN THE LIBRARY

EDT

WHISPERS IN THE LIBRARY evokes the slowing down of time in an antique library. Woodwork perfectly waxed, the mutter of turning pages and discreet whispers. An unlimited quantity of books in a soft halo of light.

## SELLING STATEMENT

"The enchanting woody atmosphere of an antique library surrounded by books"

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## KEYWORDS

Enchanting - Woody - Contrasted

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## OLFACTION

Familiar scent of books recreated by:  
Pepper, Benzoin & Vanilla

Hours spent reading at a wooden desk recreated by:  
Cedar Wood

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## OLFACTORY FAMILY

ORIENTAL Spicy

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# SPRINGTIME IN A PARK

EDT

SPRINGTIME IN A PARK captures the gentle light and fresh floral atmosphere of a nice and romantic spring afternoon at the park. Blossoms appear everywhere and nature is calling us.

## SELLING STATEMENT

"The delicate and luminous memory of blooming blossoms"

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## KEYWORDS

Blooming - Delicate - Fresh

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## OLFACTION

Flowers in full bloom recreated by:  
Lily of the Valley Accord, Jasmine

Joyful springtime sensation recreated by:  
Pear Accord

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## OLFACTORY FAMILY

FLORAL Fruity

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# BY THE FIREPLACE

## EDT

BY THE FIREPLACE evokes a winter evening by the chimney. Fireplace crackles with the flames of a comforting fire, the cozy veil of grilled chestnuts fills the air while it is snowing on the frosty white landscape.

### SELLING STATEMENT

"The enveloping sensation of a fireplace in the midst of winter"

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### KEYWORDS

Warm - Woody - Sweet

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### OLFACTION

Addictive scent of chestnuts grilling in the chimney recreated by:

Chestnut Accord, Red Berries

Smoky wood burning in the chimney recreated by:

Clove Oil, Cashmeran

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### OLFACTORY FAMILY

WOODY Amberly

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**REPLICA**  
REPRODUCTION OF FAMILIAR  
SCENTS AND MOMENTS OF VARYING  
LOCATIONS AND PERIODS

Originally:  
.....By the Fireplace.....

Provenance and Period:  
.....Chamonix, 1971.....

Fragrance Description:  
.....Burning wood and chestnut.....

Style Description:  
.....Feminine and Male fragrance.....

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# BUBBLE BATH

EDT

BUBBLE BATH captures an intimate moment of pure wellness when relaxing in a foaming bath. Plunge into the bubbles of the hot scented water and feel your body soothed from all tensions. An exquisite me time.

## SELLING STATEMENT

"The relaxing memory of a me time moment in the bubbles of a hot scented bath"

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## KEYWORDS

Clean - Cocooning - Relaxing

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## OLFACTION

Soothing feeling of a hot foaming bath recreated by:  
Soap Bubbles Accord, Coconut Milk Accord

Comforting sensation of wrapping yourself in a thick towel recreated by:  
Rose Superessence, White Musks

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## OLFACTORY FAMILY

CHYPRE Floral

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# REPLICA COLLECTION

A UNIQUE CLIENT EXPERIENCE TO PROJECT THE CLIENT  
IN FAMILIAR MOMENTS AND AROUSE HIS/HER EMOTIONS

## 1. WELCOME & CONNECT



Welcome your client either with a pillar fragrance or with the unique concept of REPLICA: "From your memories to fragrances".

## 2. DISCOVER CLIENTS DESIRES



Use the Polaroids to discover more about your client's desires and tastes.

## 3. RECOMMEND & AROUSE EMOTIONS WITH STORYTELLING AND OLFACTORY DISCOVERY



Use a multi-sensory storytelling and get your client connect with his/her own memories and emotions.

## 4. OFFER PERSONALIZATION SERVICES TO CONVINCE



Offer personalization services as an opportunity to maximize the connection of the client with his/her own memories and convert.

## 5. LINK-SELL & CROSS-SELL WITH OTHER SCENTED MEMORIES



Unveil the large Collection of fragrances, ancillaries and candles that will recall other memories and emotions.

## 6. CLOSE THE SALE & BUILD LOYALTY



Create unique gifts and reinforce the relationship with the brand with a luxurious Art Of Gifting.



# REPLICA FRAGRANCES CATEGORIZATION



Lazy  
Sunday  
Morning



Bubble  
Bath



At The  
Barber's



Flower  
Market



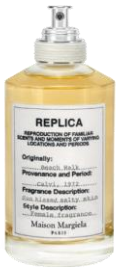
Springtime  
In A Park



Sailing  
Day



Under The  
Lemon  
Trees



Beach  
Walk

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## CLEAN & FRESH



Music  
Festival

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## FLORAL & DELICATE



Whispers In  
The Library



By The  
Fireplace

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## SUNNY & INVIGORATING



Jazz  
Club



Coffee  
Break

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## EARTHY & ADDICTIVE

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## WARM & COZY

Mutiny

# Mutiny

EDP

MUTINY is about diversity and individuality.  
The Mutiny woman is multi-faceted, she embraces her uniqueness as it makes her powerful.  
She tears the rules to own her identity.

## **SELLING STATEMENT**

“The genuine multi-facets of tuberose powerfully revealed by a magnetic leather accord”

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## **KEYWORDS**

Powerful - Magnetic - Multi-faceted

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## **KEYNOTES**

Tuberose - Leather Accord

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## **OLFACTORY FAMILY**

FLORIENTAL Floral

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(untitled)

# (untitled)

EDP

(untitled) is a distinctive unisex scent that speaks for itself. The green and crisp olfactory image of a spring morning in the countryside.



## SELLING STATEMENT

“The green and crisp olfactory image of a spring morning in the countryside»

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## KEYWORDS

Green - Crisp - Contrasted

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## KEYNOTES

Galbanum - Musks - Incense

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## OLFACTORY FAMILY

FLORAL Green

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# (untitled) l'eau

EDT

(untitled) l'eau is a burst of green notes highlighted by the solar freshness of a summer afternoon at the banks of a river.



## SELLING STATEMENT

“The refreshing and sunny sensation of the banks of a river in summer. A refreshing and citrus interpretation of defying conventions”

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## KEYWORDS

Sparkling - Sunny - Fresh

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## KEYNOTES

Citrus - Orange Blossom - Musks

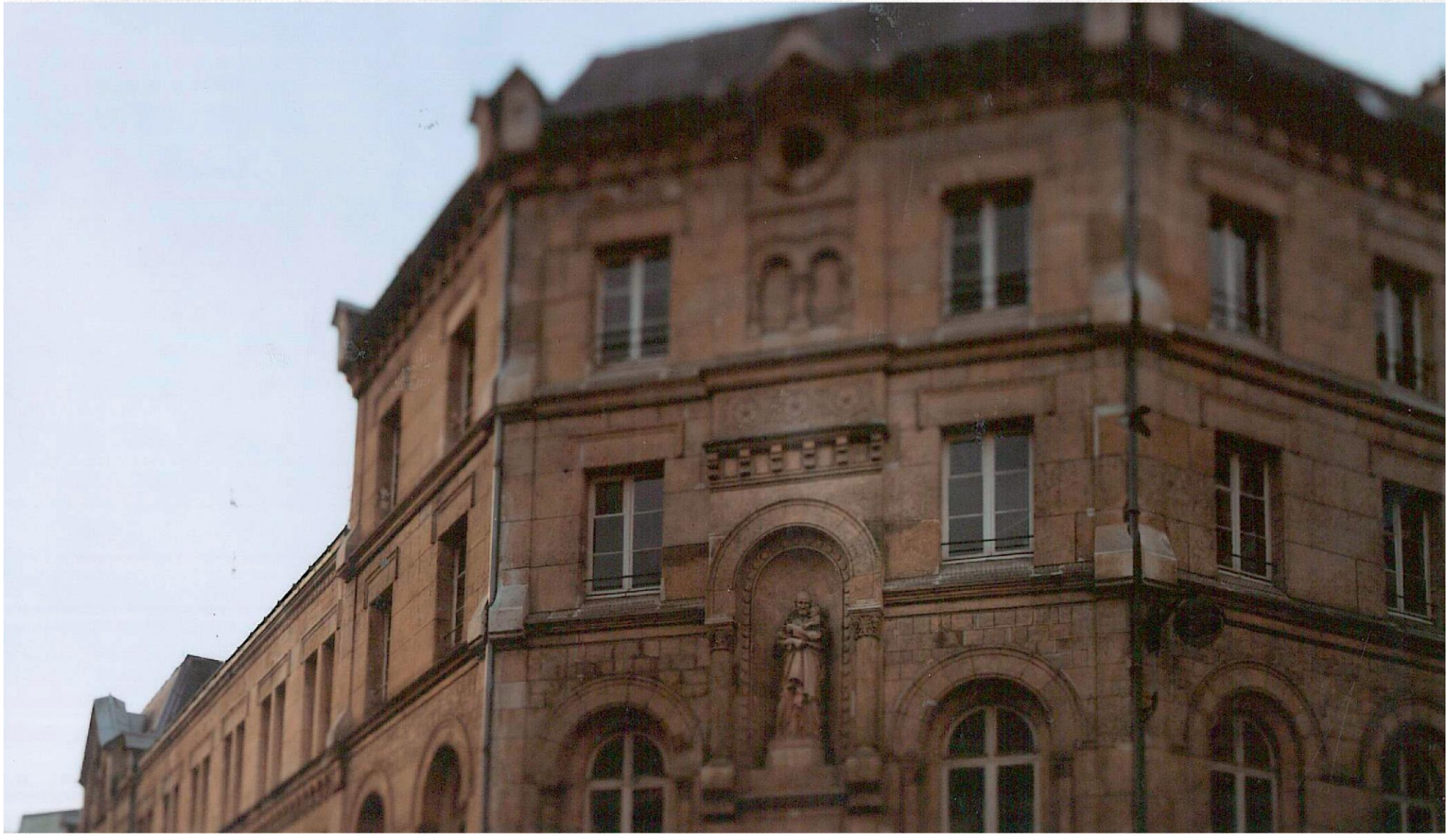
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## OLFACTORY FAMILY

FLORAL Citrus

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