

Maison Limoges

Recommandation



CONTEXT

Embark on a journey to the world capital of "The Arts of Fire"...

An ancient city with an architecture as rich and varied as its resources, Limoges is one of the French cities whose artistic influence has had one of the greatest impacts in the world.

With its Roman bridges, timber-framed villas, Haussmann-style buildings and Gothic cathedral, a visit to Limoges is a journey through the history of French architecture.

Maison Limoges invites you to immerse yourself in the world capital of "The Arts of Fire". Let yourself be consumed by our fragrances, which combine traditional French expertise in haute parfumerie with the bold creativity of the Limoges region.



OUR PERFUMES

men's fragrances



Babylone

Inspired by : Sauvage Dior



Chevalier au Lion

Inspired by : One Million Rabanne



Lémovices

Inspired by : Creed Aventus



L'Empreinte Pérenne

Inspired by : Terre d'Hermès / La nuit de l'homme



Bleu Cobalt

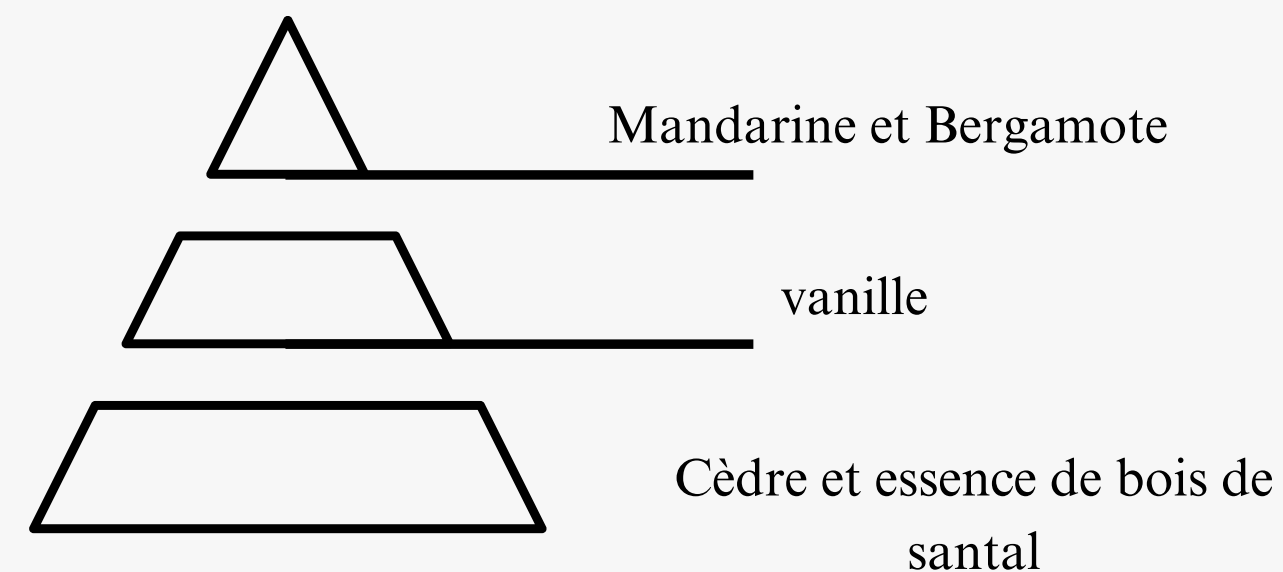
Inspired by : Bleu Chanel



Babylone

Name of a street of Limoges established on the former site of one of the city's largest quarries.

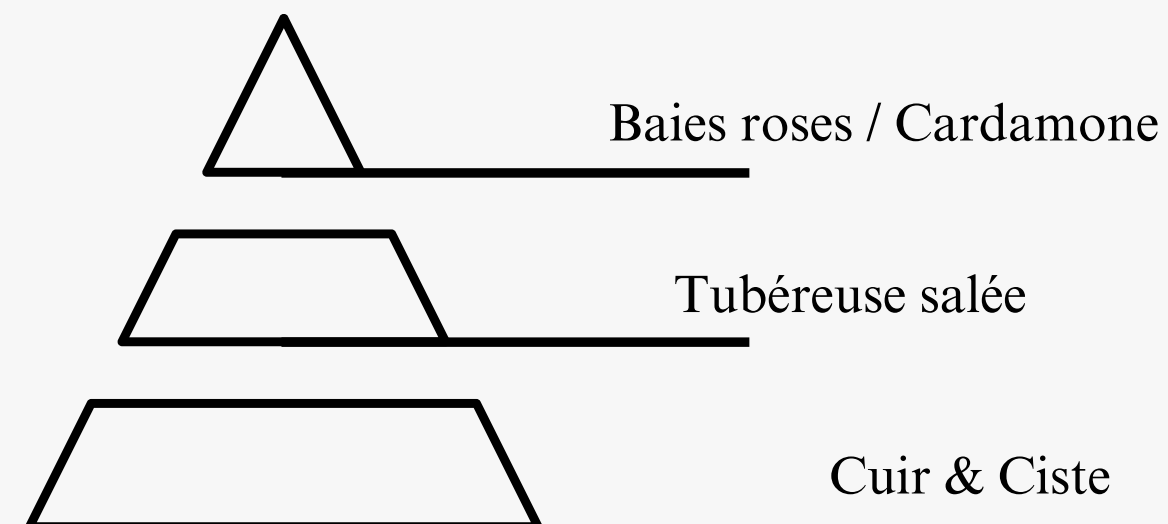
Inspired by: Sauvage Dior



Chevalier au Lion

A Limousin lord and war hero in the 11th century, Gulpher de Lastours turned a wounded lion into a loyal ally after healing it in Africa, inspiring the Arthurian legend of Yvain the Lion Knight.

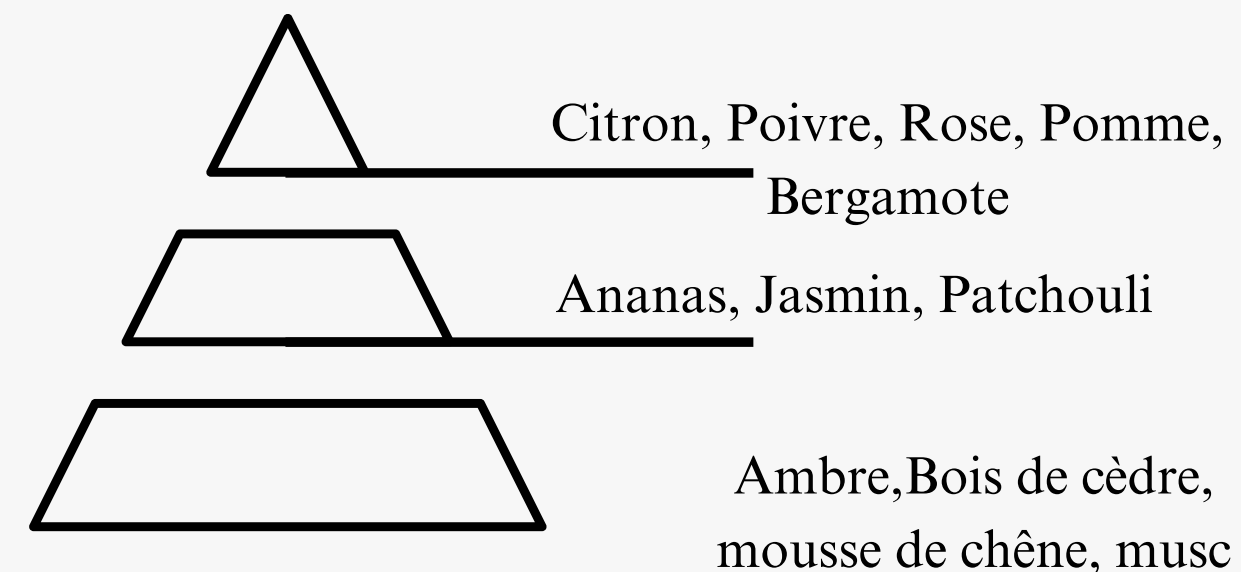
Inspired by: One Million Rabanne



Lémovices

From the Celtic "Ormes Vices": "those who conquer with bows", the name of the Gallic people who settled in the Limousin region in the 1st century BC and gave their name to the town of Limoges.

Inspired by: Creed Aventus

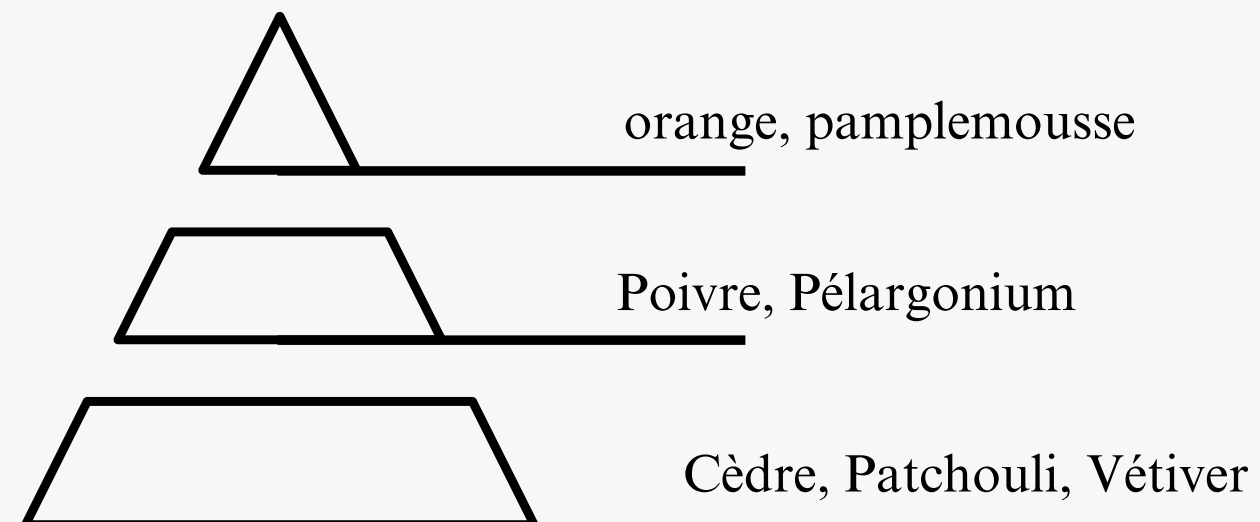


L'Empreinte Pérenne

Local legend says that the Devil tried to take over Limoges Cathedral, leaving a lasting imprint (Empreinte Pérenne) on one of the building's stones.



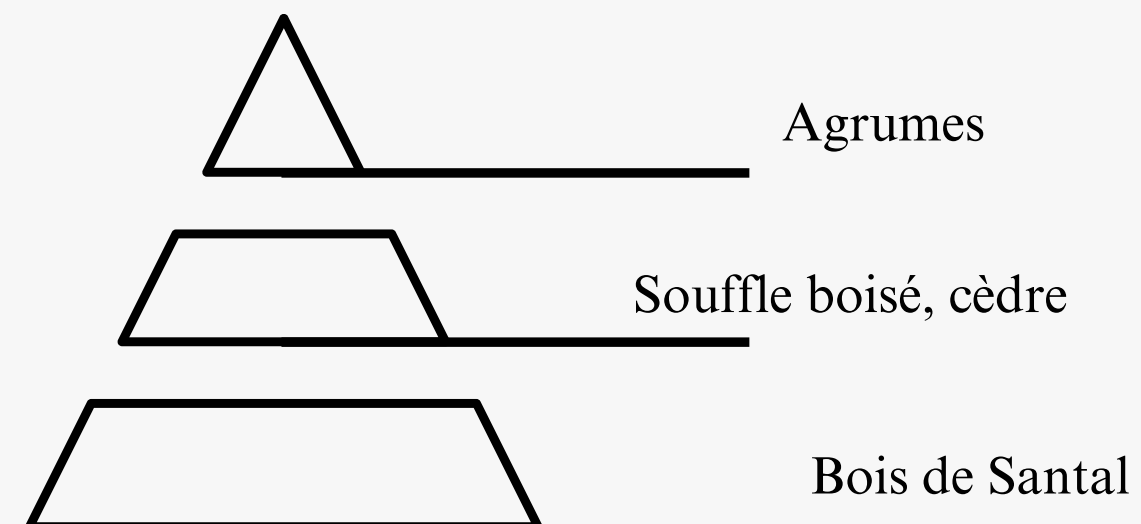
Inspired by: Terre d'Hermès
/ La nuit de l'homme



Bleu Cobalt

The most famous decorative color of Limoges ceramics.

Inspired by: Bleu Chanel



OUR PERFUMES

women's fragrances



Symphorine

Inspired by : La Vie est Belle Lancôme



Amarante

Inspired by : J'adore - Dior



Impatiente

Inspired by : Libre Yves Saint Laurent



Primevère

Inspired by : Black Opium YSL



Coquelicot

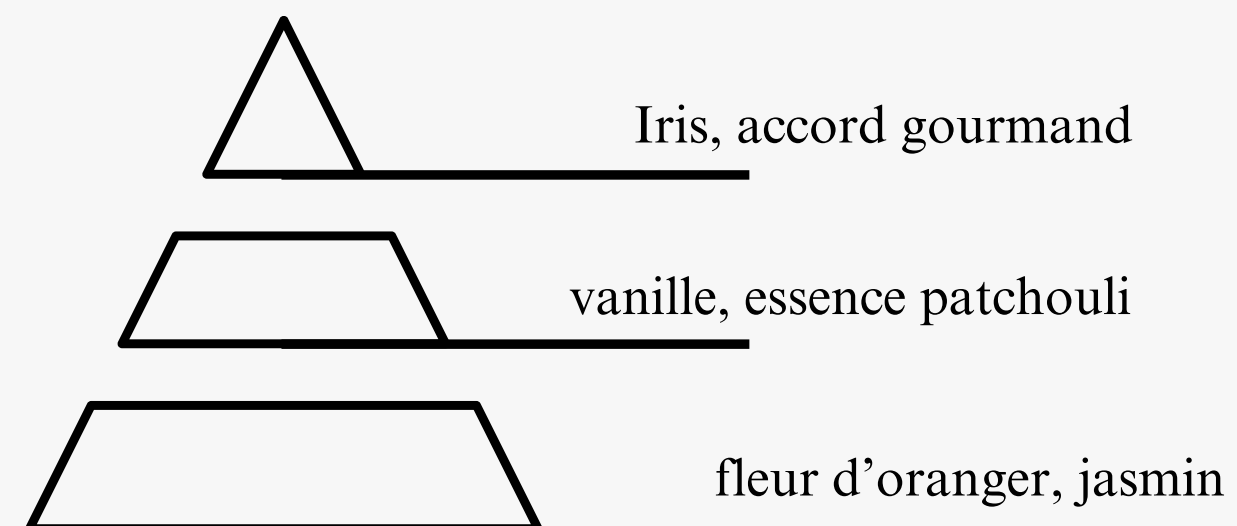
Inspired by : Lost Cherry Tom Ford



Symphorine

A local plant that produces small berries in the depths of winter, with colors ranging from white to pale pink, which gives it the nickname of "pearl tree".

Inspired by: La Vie est Belle Lancôme

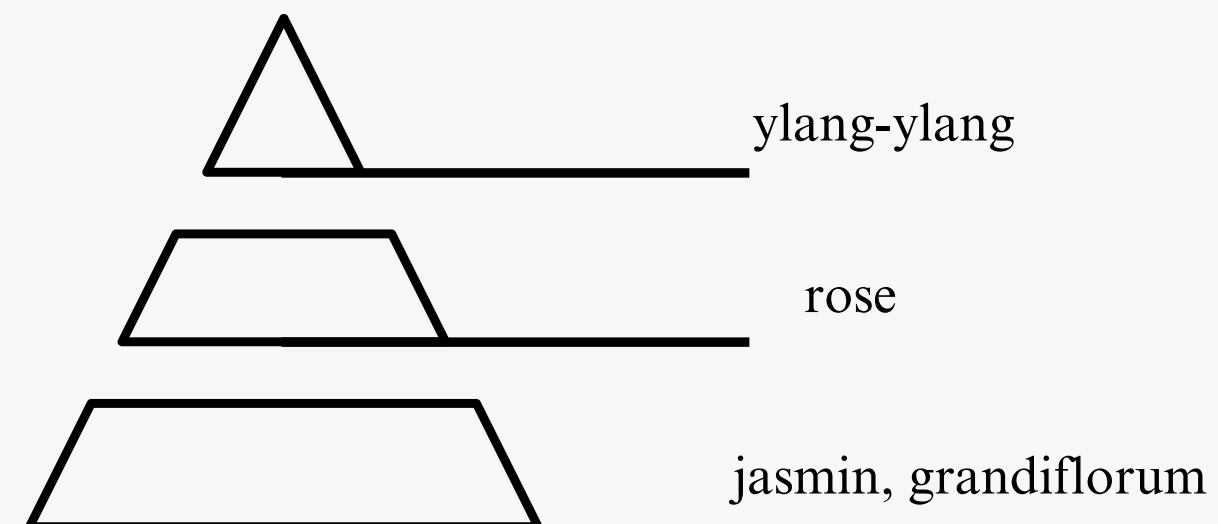




Amarante

A local flower, meaning "immortal" in Greek, it has the particularity of never withering and being very tenacious, making it a symbol of eternal beauty and strength.

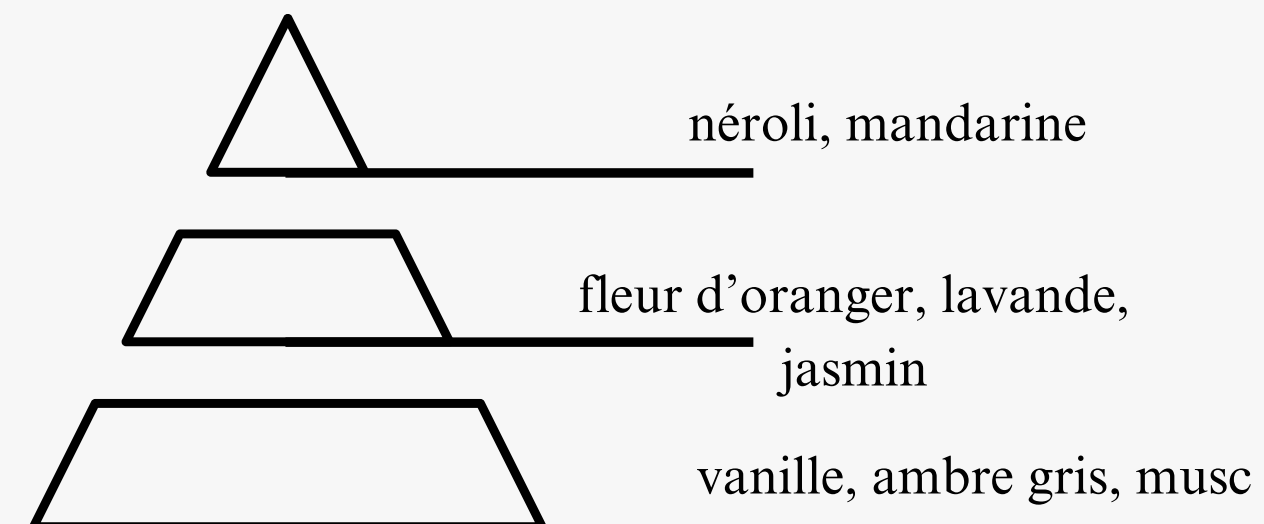
Inspired by: J'adore - Dior



Amarante

A local flower that symbolizes delicacy and affection,
whose leaves have healing properties, making it a
symbol of the modern woman: impatient, strong but
delicate.

Inspired by: Libre YSL

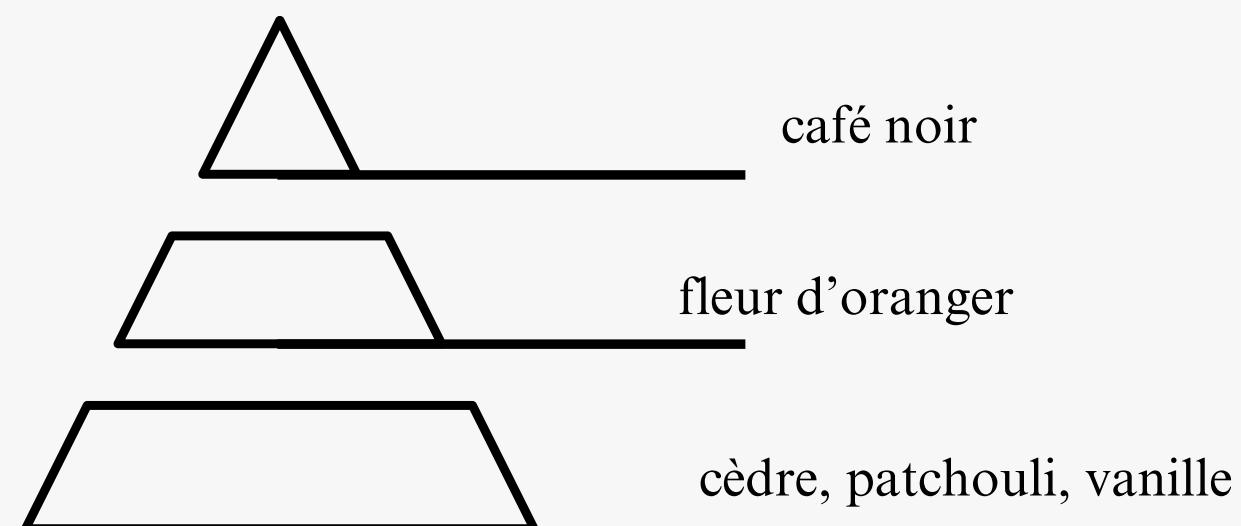




Primevère

A local flower whose name in Latin means "the first to spring", it is a symbol of rebirth, embodying the return of life in the twilight of winter.

Inspired by: Black Opium YSL

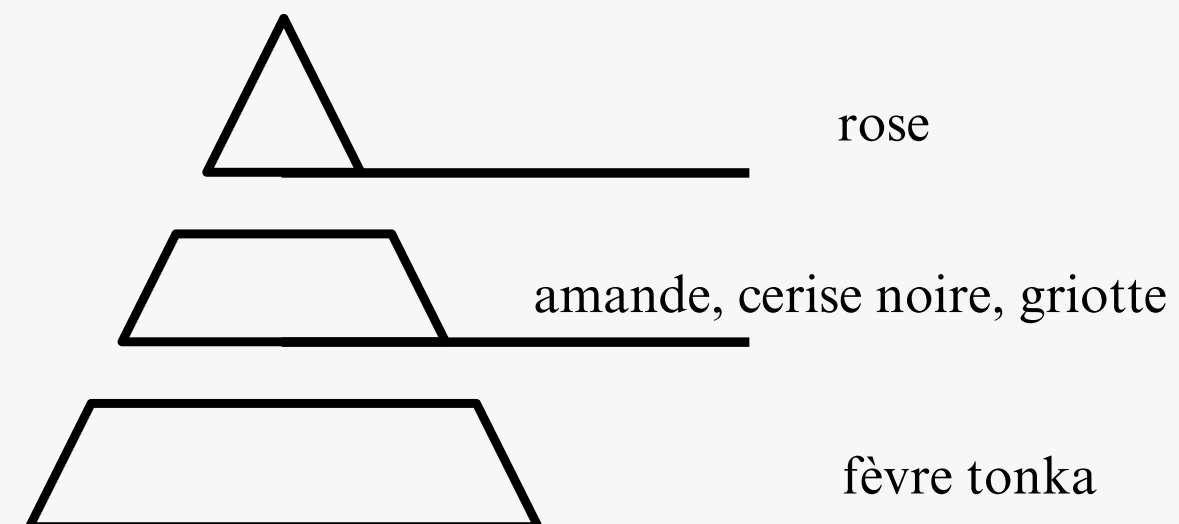




Coquelicot

A symbol of passion and ephemeral fragility, the wild and endemic poppy spreads its vivid color throughout the Limousin region in spring.

Inspired by: Lost Cherry Tom Ford



OUR PERFUMES

unisex fragrances



Blanc Porcelaine

Inspired by : Erba Pura Xerjoff



Rouge Vermeil

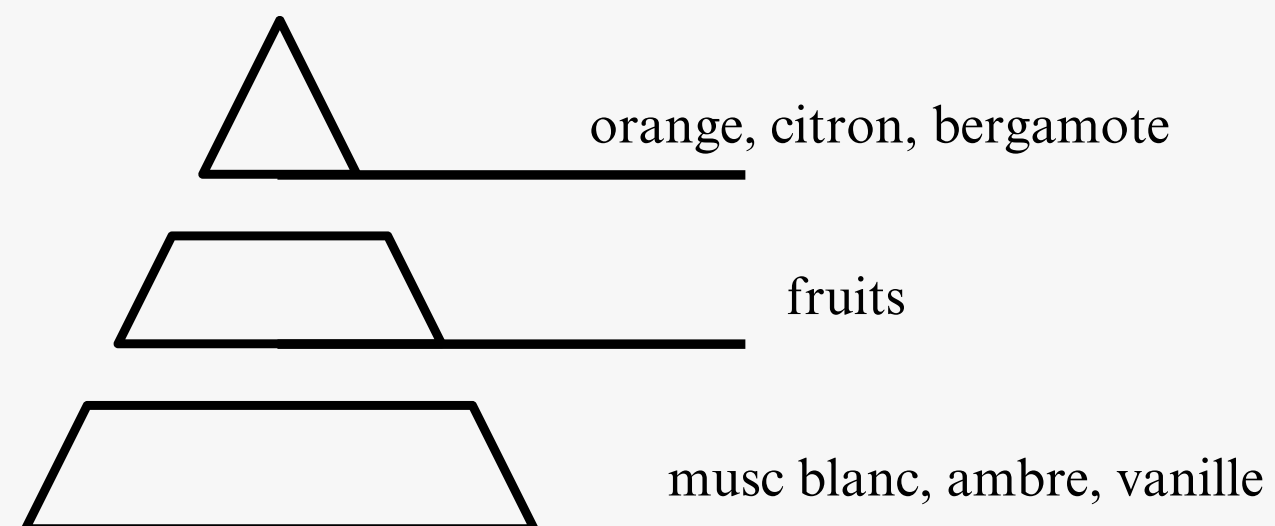
Inspired by : Baccarat 540 MFK

Blanc Porcelaine

The "Blanc de Limoges", "white of Limoges" is a term used to describe the purity of the local porcelain.



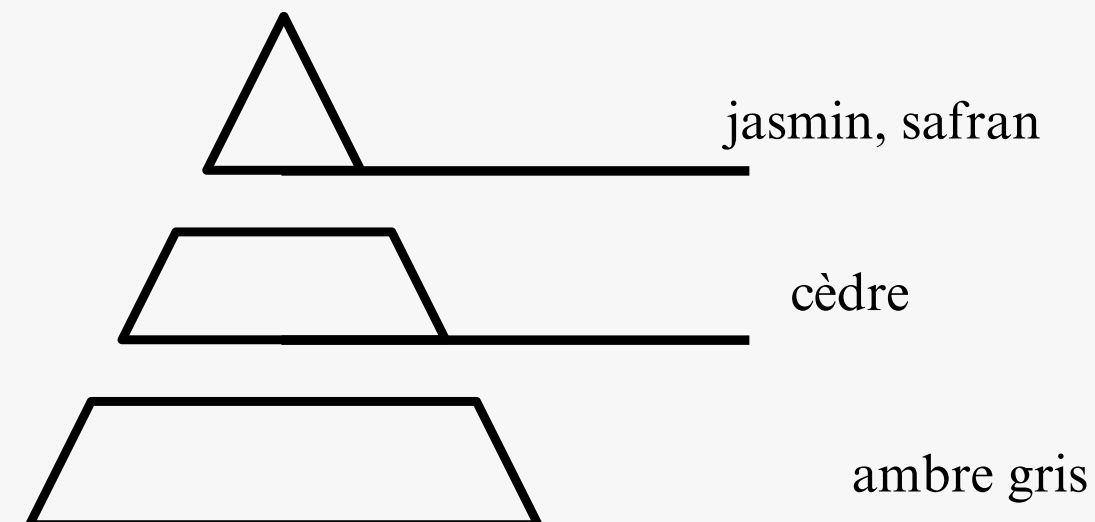
Inspired by: Erba Pura Xerjoff



Rouge Vermeil

The historic vermeil technique consists of applying a copper ornament covered with a thin layer of gold to create a unique color, somewhere between bronze and reddish-gold, which sublimates the faïence with its reflections.

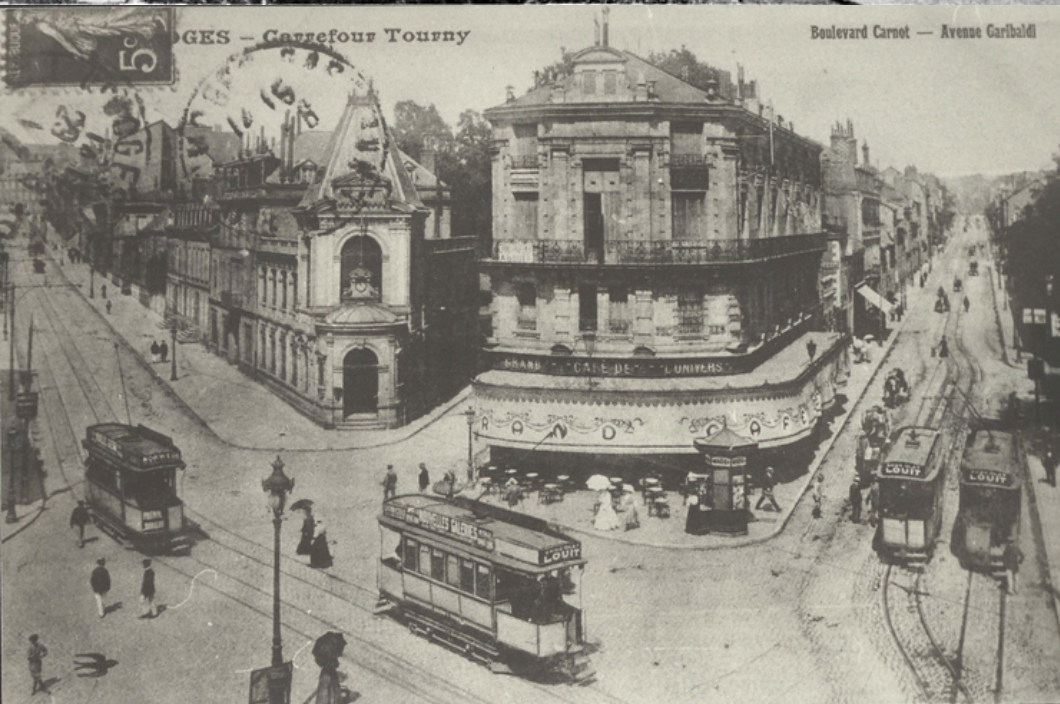
Inspired by: Baccarat 540 MFK



PACKAGING

A bottle in memory of the golden age

The bottle of our Maison Limoges fragrances is inspired by the the major works that took place in the heart of the city in the 19th century. At the height of its economic and cultural golden age, the heart of Limoges was completely renovated in the style of the classical architecture of the time, with luxurious buildings featuring semicircular arches and cut stone. As the epicenter of the Haute-Vienne bourgeoisie and a vacation spot, Place Jourdan was home to Paris's biggest banks and a long list of hotels, each more prestigious than the last, that welcomed artists and intellectuals of all kinds.





STRATEGIC POINTS



#5B6C9B

Symbolism of treasure

Rarity

Preciousness



#AEA18A

Connection with the earth

Know-how of man

Tradition



Montserrat

A b c d e F G H I J K

Lorem ipsum

Lorem bold



Lato

A b c d e F G H I J K

Lorem ipsum

Lorem bold

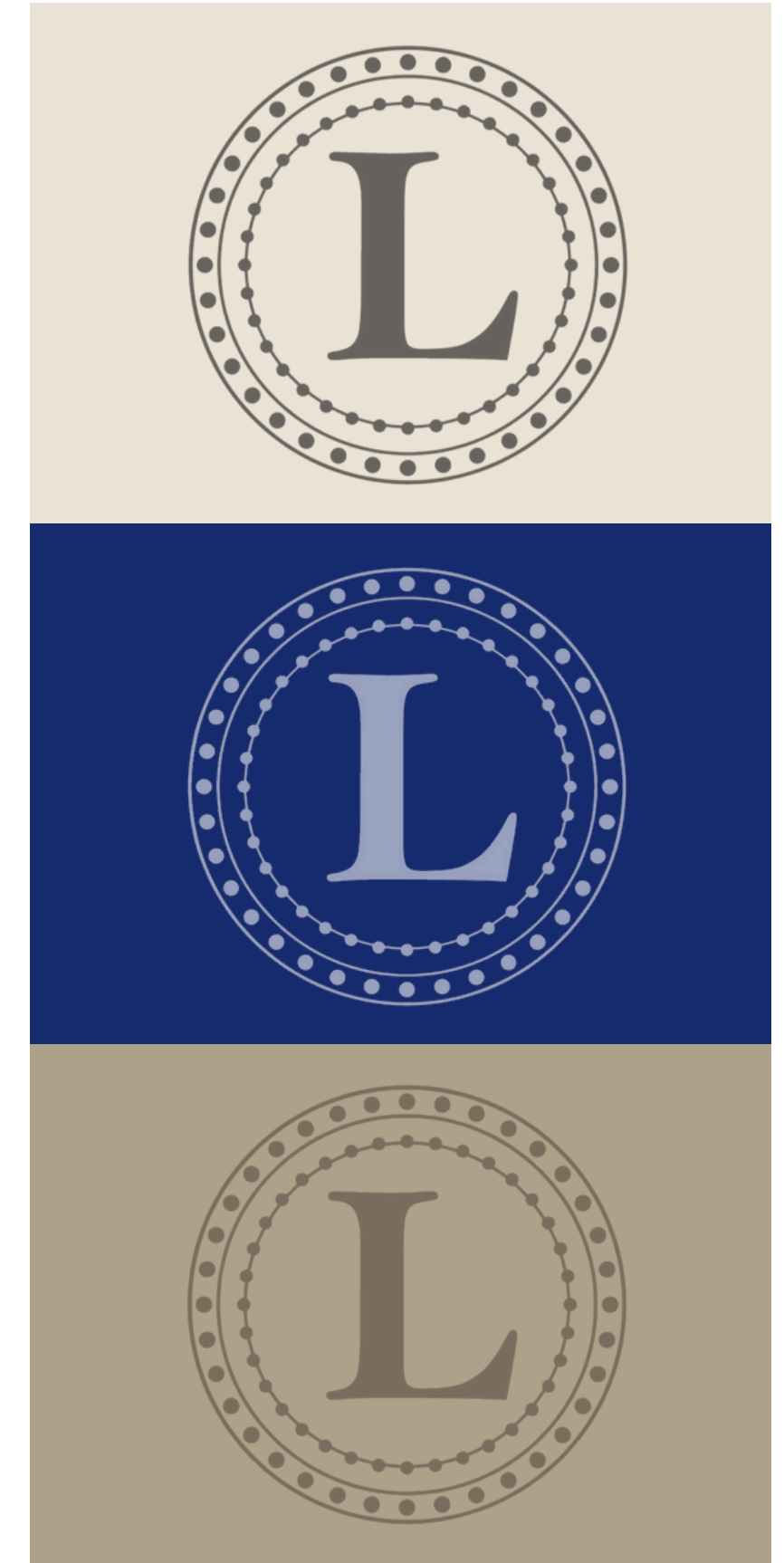
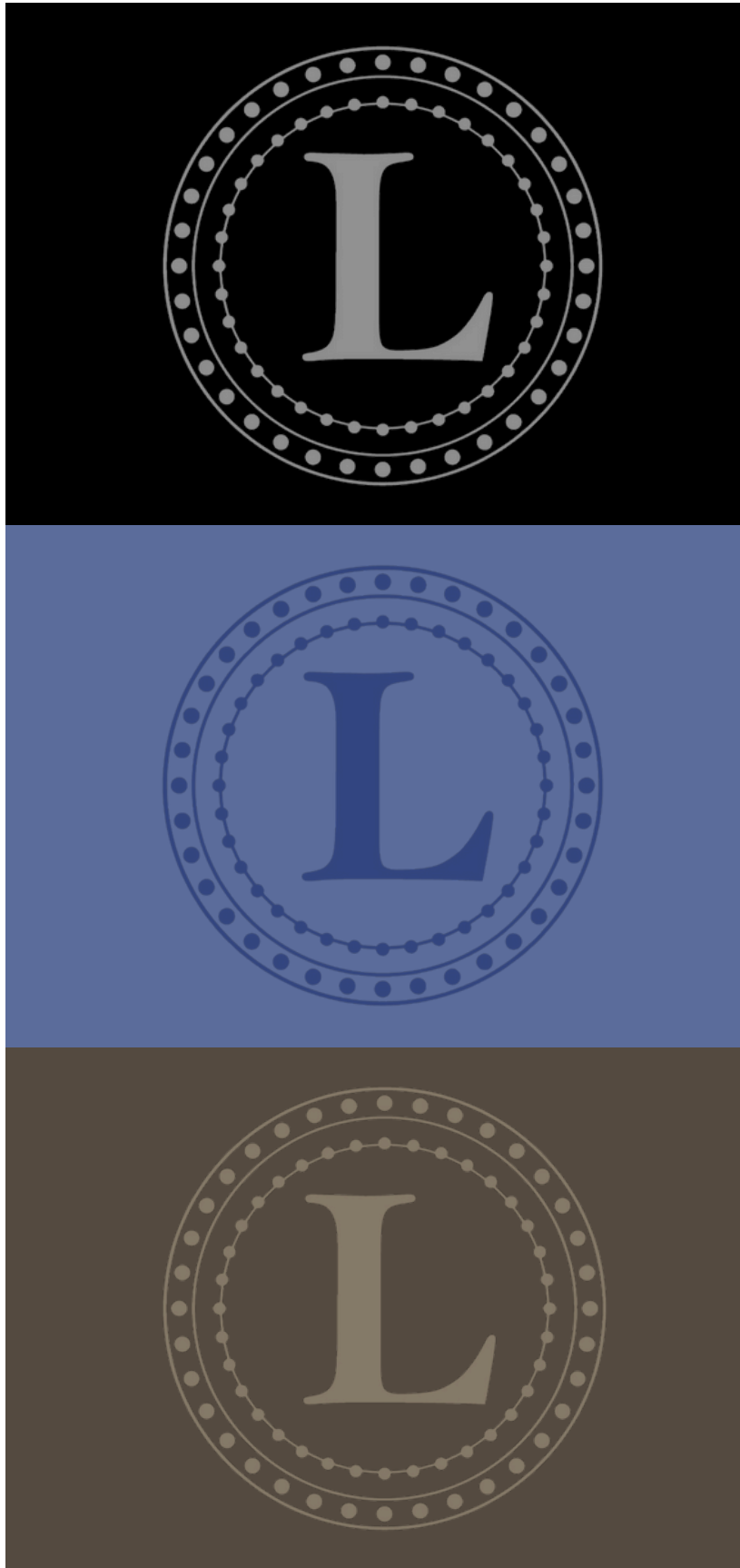
LOGO VARIATION

Our color palette for logo usage

The color palette of earthy tones is inspired by French know-how, and refers to natural elements. These tones typically include warm browns evoking a sense of tradition.

The palette also uses soft blues, adding depth and richness. These blues refer to a symbolism of rarity and preciousness of the element.

Thus, through this charter we find timeless elegance with the help of know-how and high quality standards.



MOOD BOARD GRAPHIC



VALUES

BRAND ENGAGEMENT



TRADITION

Maison Limoges cherishes the rich tradition of French craftsmanship, drawing inspiration from the centuries-old artistry of Limoges porcelain. It signifies the volunteer preserving and honoring heritage, appealing to consumers who appreciate the authenticity and history behind the brand.



QUALITY

Maison Limoges prioritizes quality in every aspect of its products, from the selection of ingredients to the craftsmanship of its fragrances. By upholding standards, the brand establishes trust and loyalty among consumers who seek assurance of superior quality in their purchases.



AFFORDABILITY

Maison Limoges believes that luxury should be accessible to all, offering high-quality perfumes at an affordable price point. This value aligns with the brand's mission to democratize elegance and sophistication.



ELEGANCE

Maison Limoges embodies elegance in its design methods. Whether through its timeless perfumes or its packaging inspired by Limoges ceramics, the brand develops a feeling of refinement among its consumers.



ACCESSIBILITY

Maison Limoges values inclusivity and accessibility, ensuring that its products are readily available to a diverse range of consumers. By distributing its perfumes in major supermarkets and retail chains, the brand ensures easy access for shoppers all around the world.

SUIVEZ NOUS !



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MAISON LIMOGES



MAISON_LIMOGES



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