

N°17

may 2024

scented

IPRA fragrances magazine of launches and creations

 | I P R A
FLAVORS | FRAGRANCES

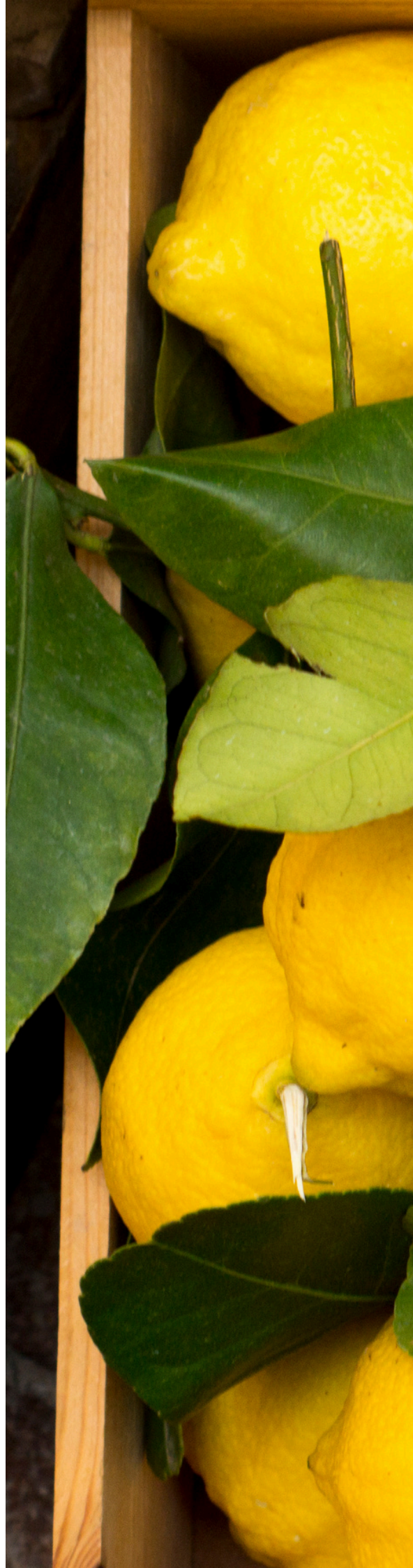
scented

BY IPRA

In this new olfactory magazine, you will be invited to discover the latest major launches in the fragrance market.

In this seventeenth edition, we celebrate the vibrant essence of citrus. From the sun-kissed tang of oranges to the invigorating fragrance of lemons, each note is carefully crafted to awaken the senses and transport you to a world of freshness and vitality.

Join us as we explore the invigorating allure of citrus in all its glory, promising a journey filled with zestful discoveries and unforgettable olfactory experiences.





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OUR LAST MAGAZINES

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PRODUCTS LAUNCHES



Fine Fragrances

ROCHAS

Eau de Rochas Orange Horizon - 2024

Eau de Rochas Orange Horizon invites you to a fragrant escape on the Mediterranean Riviera, around a sparkling, juicy and sunny orange.

CITRUS



Bitter Orange, Tangerine, Orange

Jasmine, Basil

Amber, Cedarwood, White Musk

GIORGIO ARMANI

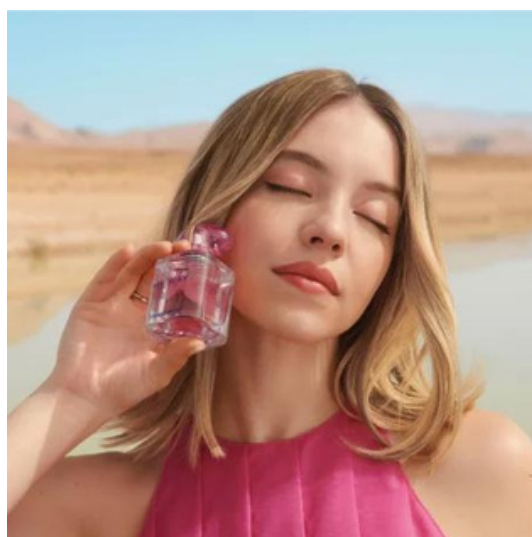
My Way Nectar - 2024

An addictive Fruity Floral statement, born from the contrast between fresh juicy pear and creamy radiant tuberose. An invitation to a sensorial journey, capturing a free-spirited vision of femininity.

Bitter Orange, Orange Blossom, Pear,
Rhubarb, Bergamot

Tuberose, Violet Leaves, Jasmine

Cedarwood, White Wood, White Musk,
Vanilla



FLORAL - AMBERY

Fine Fragrances

HERMÈS

H24 Herbes Vives Eau de Parfum - 2024

Herbes Vives emerges when rain strikes, breaking a man's stride. Transforming the perception of space, rain illuminates greenery in a multitude of shades and scents, reveals unique emotions, reactivates energy, and offers men a different perspective.

AROMATIC - FOUGÈRE



Rain Note, Aromatic Herbs

Mint, Pear Granita

Woody Musky Notes, Earthy Notes

KYLIE JENNER

Cosmic - 2024

A sweet, warm floral, elevated scent that is perfect for day and night. Magnetic, addictive, and out of this world.

Jasmine, Blood Orange

Golden Amber, Red Peony

Vanilla Musk, Cedarwood



FLORAL - AMBERY

Fine Fragrances

HUGO BOSS Boss the Scent Elixir - 2024

Capturing the spirit of passionzte nights, this tantalising scent conjures up a complex spicy aroma full of provocative attitude.

WOODY - AMBERY



Red Pimento

Lavandin

Sandalwood

CHLOÉ Chloé Nomade Nuit d'Égypte - 2024

Nomade Nuit d'Égypte makes an unprecedented stopover, flying for the first time to Egypt, the homeland of Gaby Aghion, the House's founder, to reconnect with her roots.

Cinnamon, Ginger, Myrrh, Opoponax,
Cypriol, Broom Flower

Orange Blossom, Kyphi Accord

Vanilla



FLORAL

Niche Fragrances

A M O U A G E

Purpose - 2024

A brisk citrus note washes over you like a draft of glacial air. A deep breath fills your lungs with a fierce and smoky scent. Yet this is roads' end, where the sun is always high, and rays of powerful notes spear through your leathery cloak of doubts, to kindle a mist of previous accords, shimmering like a swarm of fireflies

WOODY



Bergamot, Frankincense, Pimento, Pepper

Rose, Sandalwood, Vetiver, Papyrus

Aldehydes, Saffron, Suede

2

TRENDY FRAGRANCES



Trendy Fragrances

A M O U A G E

Guidance - 2023

An ivory tower wreathed in shreds of clouds, dewy mists and beads of incense draw the outlines of a dreamful haven. A princess leads you into a lush garden. A fountain gleams in the centre, its marble edge covered in scarlet roses. Who are you, she asks, and you feel seen.

FLORAL - AMBERY



Frankincense, Pear, Hazelnut

Osmanthus, Rose, Saffron, Jasmine

Ambergris, Sandalwood, Vanilla, Cistus
Labdanum

P A R F U M S D E M A R L Y

Valaya - 2023

Valaya evokes an intimate sensation, a universal emotion, a breath of mindfulness. It's a trail that revisits the heritage of the 18th century with elegance and modernity.

Bergamot, Tangerine, White Peach

Orange Blossom, Vetiver, Nymphaea

Musk, Vanilla, Ambergris



CHYPRE

VALAYA
PARFUMS de MARLY
PARIS

Trendy Fragrances

L A T T A F A

Khamrah - 2022

This is a pulsating, passionate scent with an intense trail.

AMBERY



Cinnamon Bark, Nutmeg, Bergamot

Dates, Tuberose, Praline

Ambergris, Sandalwood, Vanilla,
Cistus Labdanum

L A T T A F A

Asad - 2021

A warm, spicy scent with a sweet trail.

Tobacco, Black Pepper, Pineapple

Iris, Patchouli, Coffee

Woods, Vanilla, Cistus Labdanum,
Amber, Benzoin



WOODY - AMBERY

The Ritual of Mehr - 2023

CITRUS



Sweet Orange

Cedarwood

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NEW FRAGRANCES BY IPRA



Our Creations

IPRA POMELO LIMONCELLO

Application : eau de toilette, reed diffuser

Embark on an invigorating journey, where the frosty essence of chilled citrus intertwines with the lively zest of sun-ripened pomelo.

CITRUS - FRUITY



Zesty Pomelo, Icy Limoncello,
Mint

Juicy Blackcurrant, Rose Petals,
Verbena Tea

Cedarwood, Vetiver, Musk

IPRA JUICY SPLASH

Application : reed diffuser, candle, cosmetic

A symphony, akin to a vibrant canvas painted with the luscious hues of a citrus orchard at dawn.

Tangerine, Bergamot, Grapefruit

Fig, Coconut, Jasmine, Orange
Blossom

Sandalwood, Cedarwood, Mineral
Accord, Solar Notes



CITRUS - FLORAL

Our Creations

IPRA HORIZON CITRUS

Application : eau de toilette, reed diffuser

Transport yourself to summer afternoons, sipping on a refreshing citrus cocktail under the warm embrace of the sun.

Lemon, Tangerine, Grapefruit

White Flowers, Rose Petals,
Aquatic Notes

White Musk, Cedarwood



CITRUS

IPRA YUZU

Application : eau de toilette, reed diffuser

Amidst the mystique of Tibetan landscapes, where the vitality of yuzu meets the subtle spice of black pepper, a sanctuary of freshness and vibrancy emerges.

Lemon, Yuzu, Bergamot

Black Pepper, Nutmeg

White Musk, Vetiver



CITRUS

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FRAGRANCES INDUSTRY TRENDS



Orange Horizon: the sun of the Riviera captured in the new Eau de Rochas

After a first opus dedicated to lemon, the latest eau de Rochas collection welcomes Orange Horizon, a fresh, luminous and sparkling fragrance.

With the arrival of sunny days, we're happy to consign woody and amber scents to the wardrobe and welcome fresh, invigorating fragrances. This season's star notes include citrus. Lemon, grapefruit, citron, bergamot, yuzu, mandarin... all invigorating notes that instantly evoke the freshness of sunny days and relaxing moments under blue skies.

A harmonious contrast of sweetness and energy, it blends two varieties of orange, Tarocco and bitter, with notes of basil, cedar, magnolia blossom and jasmine. A simple spray and we're instantly enveloped by the rays of the Mediterranean sun, captivated by its dazzling light and caressed by its refreshing breeze.

The orange is an emblematic citrus fruit that evokes a rich and complex sensory palette, combining tangy freshness, lively energy and luminous nuances. We find the invigorating zest characteristic of citrus fruits, but it is nuanced by a much sweeter, juicier and brighter citrus facet that is unique to the orange.

Orange Horizon recaptures the elegant freshness that is the signature of Eau de Rochas. Its iconic ingredients, citrus fruits, are revisited in an even sunnier and more joyful style, for a colourful journey with impressionist overtones, towards the rich and unique landscapes of the Riviera and the Mediterranean.

You have to wear a fragrance according to your mood and your desires, and fortunately there's no season for joy and good humour!

[Read the full article here](#)

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OUR LAST MAGAZINES



February 2024

PRODUCTS LAUNCHES : FINE FRAGRANCES

Jean Paul Gaultier	Le Mâle Elixir	2023	Ambery
Montblanc	Explorer Platinum	2023	Woody
Paco Rabanne	1 Million Royal	2023	Woody - Ambery
Thierry Mugler	Angel Elixir	2023	Floral - Ambery
Hugo Boss	Boss The Scent Magnetic	2023	Woody - Ambery
Paco Rabanne	Invictus Victory Elixir	2023	Woody - Ambery

PRODUCTS LAUNCHES : NICHE FRAGRANCES

Widian	Luban	2023	Floral - Ambery
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PRODUCTS LAUNCHES : HOME CARE

Lenor	Souffle Précieux Golden Orchidée	Floral - Green
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TRENDY FRAGRANCES

Gissah	Imperial Valley	2021	Ambery - Woody
Etat Libre d'Orange	The Ghost in the Shell	2021	Chypre - Woody
BDK	Sel d'Argent	2020	Woody
Mancera	Black Gold	2017	Woody - Ambery
Dolce & Gabbana	The Only One Intense	2020	Floral - Ambery
Dolce & Gabbana	The Only Royal Night	2015	Woody - Ambery

NEW FRAGRANCES BY IPRA

IPRA TEARS OF GOLD	Application : candle, home care	Woody - Gourmand
IPRA METALLIC SPICES	Application : eau de toilette	Spicy - Woody
IPRA SILVER AMBER	Application : candle, incense, home care	Ambery -Spicy
IPRA GOLD & SILVER MARBLE	Application : eau de toilette	Ambery

March 2024

PRODUCTS LAUNCHES : FINE FRAGRANCES

Yves Saint Laurent	Black Opium Over Red	2024	Ambery
Escada	Brisa Cubana	2024	Fruity
Kayali	The Wedding Silk Santal 36	2023	Floral - Ambery
Kayali	The Wedding Velvet Santal 35	2023	Woody
Kayali	Oudgasm Vanilla Oud 36	2023	Woody - Ambery

PRODUCTS LAUNCHES : NICHE FRAGRANCES

Tom Ford	Vanille Fatale	2023	Ambery
Tom Ford	Vanilla Sex	2023	Ambery
Parfums de Marly	Althaïr	2023	Floral - Ambery
BDK	Vanille Leather	2023	Ambery

TRENDY FRAGRANCES

Kayali	Oudgasm Rose Oud 16	2023	Woody - Ambery
Kayali	Oudgasm Tobacco Oud 04	2023	Woody
Kayali	Spicebomb Infrared	2022	Soft Ambery
Carolina Herrera	CH Men Pasi3n	2022	Ambery - Woody
Akro	Bake	2023	Ambery
Maison Crivelli	Ambre Chromatique	2022	Ambery

NEW FRAGRANCES BY IPRA

IPRA RUM INFUSION	Application : eau de toilette, reed diffuser	Ambery - Woody
IPRA SMOOTH ELIXIR	Application : reed diffuser	Gourmand - Woody
IPRA CREAMSCAPE	Application : room spray	Fruity - Gourmand
IPRA WHISPERING GENTLEMEN	Application : eau de toilette for men	Woody - Ambery

April 2024

PRODUCTS LAUNCHES : FINE FRAGRANCES

Givenchy	Irrésistible Very Floral	2024	Floral
Mugler	Alien Hypersense	2024	Floral - Ambery
Valentino	Donna Born in Roma Green Stravaganza	2024	Floral - Ambery
Valentino	Uomo Born in Roma Green Stravaganza	2024	Aromatic - Fougere
Narcisso Rodriguez	For Her Musc Nude	2024	Ambery
Narcisso Rodriguez	For Him Vetiver Musc	2024	Woody

TRENDY FRAGRANCES

Lanvin	Les Fleurs de Lanvin Sunny Magnolia	2022	Floral - Fruity
Hermès	Cabriole	2022	Floral - Fruity

NEW FRAGRANCES BY IPRA

IPRA LOVE AT FIRST SIGHT	Application : eau de toilette	Floral - Ambery
IPRA OVERWHELMED	Application : eau de toilette	Floral - Ambery
IPRA SPIRITUAL WISDOM	Application : candle	Floral
IPRA PER FUMUM	Application : candle	Aromatic - Woody

IPRA Fragrances and its staff remain at your disposal to provide any additional information on our company and our products.





Parc d'Activités de l'Argile
Voie C n°39
06370 Mouans-Sartoux - France

Tél. : +33 4 92 91 10 04

contact@iprafragrances.com
www.iprafragrances.com

IPRA Fragrances - SIRET 38023964000028



@iprafragrances



IPRA Fragrances



IPRA Fragrances



@IpraFragrances

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