

BLONE Haute Parfumerie
Route de Chêne 30
1208 Genève - Switzerland



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*"BLONE wants to inspire you with its fragrances.
We believe that sensitivity to our inner selves
is a luxury that each and every one of us should
indulge in, because it's a declaration of love
to ourselves. Our creations are much more than
fragrances: they are a celebration of humanity."*

Berite Labelle

brand's founder



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Brand presentation

History and Mission

BLONE Haute Parfumerie is more than just a luxury fragrance brand; it's an olfactory manifesto. Combining audacity, originality and sophistication, it offers an unforgettable sensory experience. With its avant-garde character, BLONE Haute Parfumerie advocates open-mindedness and empathy, placing well-being at the heart of its values.

In a modern, dynamic universe, the brand stands out for its non-genre approach, aimed at those who want to assert their identity through innovative, daring fragrances, while honoring essential human values.

Each year, the brand will donate 5% of its sales to an NGO.

In 2025, BLONE Haute Parfumerie will support Shenergy, an organization dedicated to the success of women in business and technology, for which Berite Labelle will act as ambassador.

Each fragrance is an invitation to be oneself and to vibrate to the rhythm of the world around us.

Dare to push back the boundaries, break through the barriers and give free rein to your true nature. Dare to be yourself, dare to be authentic, dare to live life to the full, that's the challenge BLONE Haute Parfumerie sets you: dare to be, in all your splendor.

Creation Story

Berite Labelle is a multi-talented Genevan working in Europe and the United States. She is not only a model and influencer, but also an actress, director and producer. Her passion for olfaction, her love of storytelling and her entrepreneurial curiosity led her to take on a new challenge: the creation of BLONE Haute Parfumerie.

Brand values

Quality

the excellence of meticulously-crafted creations, designed to inspire and magnify style

Inclusivity

luxury open to all, embracing the diversity and beauty of every identity

Spirituality

a deep connection between spirit and matter, to intertwine the senses and the soul

Glamour

an explosion of sophisticated scents to thrill the world and light up the eyes

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396
Eau de parfum - 75 ml

A fiery cocktail of spices and wood, life's primal energy. First, the energy of grapefruit and lemon, enhanced by a spicy touch of pepper and coriander, shines through. Then tonka bean and incense ignite, before giving way to a sensual woody vertigo of vetiver and sandalwood.



639
Eau de parfum - 75 ml

An explosion of flowers and fruit, the olfactive resonance of love. At first, a thousand bursts of citrus unfold. Then, at the heart of the bouquet, jasmine and rose mingle with peaches and mirabelle plums, before softening into a delicate final trail of white musk and vanilla.



741
Eau de parfum - 75 ml

An intense breath of land and sea, the affirmation of your identity. Vibrant flashes of cardamom and pepper marry with the aromas of wild herbs, before the dark elegance of ebony and mahogany is infused with the freshness of green seaweed. This surprising mineral touch finally gives way to the seductive mystery of labdanum and incense.