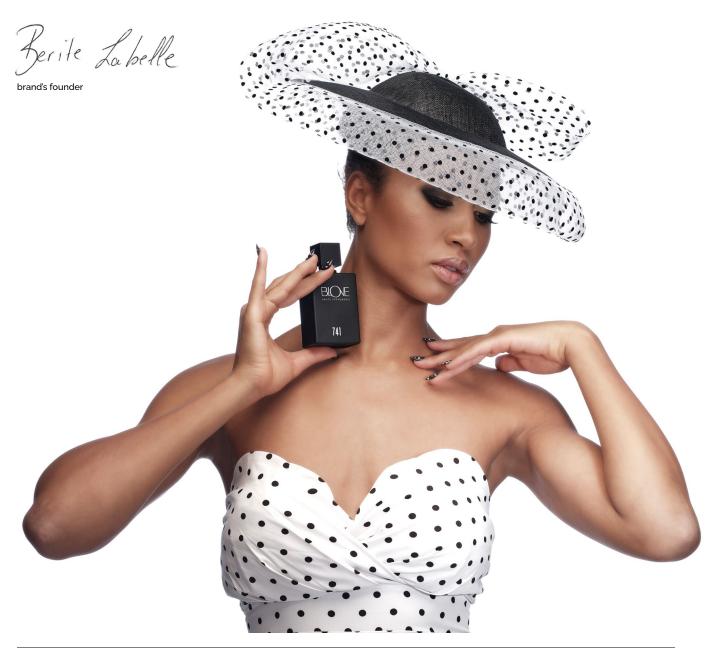
BLONE Haute Parfumerie Route de Chêne 30 1208 Genève - Switzerland



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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."



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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 <u>Shenergy</u>, 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	Inclusivity	Spirituality	Glamour
the excellence of	luxury open to all,	a deep connection	an explosion of sophis-
meticulously-crafted	embracing the diversity	between spirit and	ticated scents to thrill
creations, designed	and beauty of every	matter, to intertwine	the world and light up
to inspire and magnify	identity	the senses and the soul	the eyes
style			

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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.