



# FLORIS

LONDON

BRITISH FAMILY PERFUMERS SINCE 1730

---

# A historic family business, looking to the future.

*Standing in the heart of St James's* for nearly 300 years, we are proud to be the standard bearers of perfumery expertise in London. Nine generations of perfume creation has taught us the emotive power of scent and the skill required to create perfumes of unmistakable quality.

Juan Famenias Floris travelled from Minorca to London married an English Sweetheart. Together they created a fragrance dynasty. Remaining independent, we have developed a sustainable yet innovative approach to perfumery, and long-lasting relationships with our customers, as well as finding ethical ways to access the world's most precious perfume. Quietly and meticulously crafting a

symphony of art and science. Our elegance is borne from experience not artifice. Made in Britain, using the finest essential oils and essences gathered from around the world. We are proud to be custodians of Floris for future generations and we strive to hand the company to our children and grandchildren in a position of confidence and vitality.

The perfumer's art can ignite the senses and vividly recall our memories, enriching the most precious experiences in our lives. Creating scents that make you feel special or mark an important moment for you is essential to us.

JOHN, EDWARD & EMILY BODENHAM

---

WATCH THE BRAND FILM

---



*Our manifesto:* Be the leading authentic  
perfume house in London to the world, by  
being 'Brand led & customer focused'



# The Floris Story

*We're proud to be a privately owned independent business and through stylish character and rooted British luxury, compose refined fragrance with family values and respect for our customers*



## BRITISH

### *Rooted, Elegant, Understated*

Standing in the heart of St James's for nearly 300 years, we are proud to be the standard bearers of perfumery expertise in London.



## FAMILY

### *Character, Experience, Care*

Nine generations of perfume creation has taught us the emotive power of scent and the skill required to create perfumes of unmistakable quality.



## PERFUMERS

### *Provenance, Craftsmanship, Composers*

Quietly and meticulously crafting a symphony of art and science. Our elegance is borne from experience not artifice. Made in Britain, using the finest essential oils and essences gathered from around the world.



## SINCE 1730

### *Timeless, Original, Definitive*

Juan Famenias Floris travelled from Minorca to London married an English Sweetheart. Together they created a fragrance dynasty. He began a story that has spanned nearly 300 years nine generations, and countless olfactory formulas.

## *Our positioning:* Understated Elegance

*Sophisticated and understated, our elegance  
is borne from experience not artifice*

WE ARE PUSHING FORWARD  
WITH MORE CONFIDENCE,  
MORE EDGE,  
MORE CHARACTER,  
MORE DEPTH AND  
MORE REFLECTION  
OF OUR WORTH

We exude aspiration,  
through stylish  
character & rooted  
british luxury,  
composing refined  
fragrance with family  
values and respect for  
our customers.





A photograph of three Floris London perfume bottles on a red table. The bottles are arranged in a row. The bottle on the left is labeled 'HONEY OUD', the middle one 'SANDALWOOD', and the one on the right 'SANDALWOOD'. The bottles are made of clear glass with gold-colored caps and labels. The background features a yellow armchair and a dark wooden structure.

*The Collection*

---

## Private Collection

---

*Issuing the family's* most prestigious range of perfumes, the Private Collection is exclusively produced in small batches. Inspired by people, places and events, past and present, the Floris perfume team artfully composes each unique fragrance to express the story behind its creation by combining exquisite ingredients sourced from around the world.

*The Collection*

---

# Signature Collection for him

---

*Floris for men constitutes* the noble elegance and unconventional spirit of London. Finely constructed, each of these English fragrances draw from a vast cumulative wealth of experience.



*The Collection*

---

## Signature Collection for her

---

*Welcome to the* Floris Signature Collection for her, a range of immaculately blended eau de toilettes of the highest quality. Our scents are truly timeless. We follow our hearts rather than fashion, we tell our own stories, inspired by characters and places that we hold dear. Each scent expresses a different element of the modern woman, at turns strong, elegant, charismatic and bold.





*The Collection*

---

## Bath & Body Classic Collection

---

*The bath and body classics* are a collection of exemplary products within the Floris repertoire that truly stand the test of time. These iconic products chart the pathways of English perfumery craft, using original formulas that pre-date the 1900s.





*The Collection*

---

## Grooming Collection

---

*In the heart of Piccadilly* lies Jermyn Street, the destination for gentlemen's styling. Found at its centre, at No 89, is Floris, renowned perfumer and home to iconic men's fragrance for nearly 300 years. Today, our experience in scent meets our skincare expertise with The Gentleman Floris – the perfect blend of understated style and substance.



*The Collection*

---

## For the home

---

*Infuse the home with the* Floris family's collection of scented candles and room fragrances made in England using time-honoured traditions. Floris home fragrances date back to the 1800s, where in our catalogue of 1851 a range entitled "For Perfuming Apartments" could be found. Each candle is hand-poured with blended wax to ensure even burning, with an approximate burn time of 35 hours. The high level of pure fragrance oils used in these candles and room fragrances ensures a richly scented ambience at home.





## The Floris Bespoke experience

---

*Our in-house perfumers* are continually crafting unique and timeless scents to enhance our collection, all of which are personally approved by Edward Bodenham, the Floris 'nose' and 9th generation of the Floris family. From the earliest days we have created individual fragrances for the gentry of St. James's. One such scent for Grand Duke Orloff went onto become the iconic Special No.127, named after its formula on page 127 of the 'Specials' book, a future favourite of Sir Winston Churchill.

With this expertise we offer a comprehensive bespoke fragrance service tailored completely to our customers preference, at the very heart of where fragrance was born in London nearly three centuries ago. Floris offers its Bespoke customers the finest craftsmanship and heritage put into a product created with love for detail, inspired by years of respect and dedication.

Guests can enjoy a series of services with a Floris perfumer at the home of Floris, 89 Jermyn Street, St James, London.

Your olfactory journey will take place in our private perfumery behind

the shop at 89 Jermyn Street. After developing the fragrance together, the perfumer will hand blend and pour the fragrance into a 100ml flacon for you to take away following the appointment. Ahead of the appointment, you will be sent your Floris bottle in a bespoke gift box, engraved with your initials to bring with you.

Your unique formula and fragrance legacy will be added to nearly 300 years of the family's perfume ledgers, and will be stored privately by the Floris family, ready to be blended whenever you would like to reorder.

*All guests will be offered a half bottle of Pol Roger Champagne.*

---

WATCH THE BESPOKE FILM

---







## no.89 Jermyn Street

89 Jermyn Street is the beating heart of Floris. Floris founder Juan Famenias Floris and his wife Elizabeth began selling perfume, combs and shaving products here in the elegant quarter of London's St James. Boasting its original Spanish mahogany cabinets purchased from the Great Exhibition in 1851 and 9 generations later the 8th and 9th generation of the family

are still at the helm of this unique and proudly independent brand. In 2016, the Floris family undertook the first refurbishment of 89 Jermyn Street in 100 years. Working carefully to protect the grade II listed building, the refurbishment is a sensitive restoration of the shop floor, bringing a tasteful pallet of fixtures and furnishings into the space in order to enhance



*Edward Bodenham at  
the Jermyn Street shop,  
March 2019*

the beauty of the original Spanish mahogany cabinets and glasswork. The result is a design inspired by the bespoke traditions of perfumery and the olfactory senses.

Our in house 'nose' and 9th generation of the Floris family, Edward Bodenham is based at the Jermyn Street shop, and with his team of perfumers is where he develops all our fragrance creations, and runs the bespoke service that allows customers to create a unique scent just for them.



# Meet our perfumery team

## EDWARD BODENHAM

Perfumery Director & 9th generation family member of Floris

*Edward grew up regularly visiting the perfumery to help blend fragrances with his grandfather and father. He would work on the shop floor and in the perfumery on the premises as a young man, later studying as an apprentice to his relatives and to the Floris in-house perfumer. After spending several years studying the outside world of perfumery, Edward followed in the steps of his forefathers and joined his father at Floris, where for over 25 years he has assisted in running the business and has helped creating fragrances for a new generation of Floris customers, adding to the Floris repertoire of perfume making spanning almost 300 years.*



## PENNY ELLIS

Bespoke Perfumer

Penny has worked with Floris for nearly 10 years and has over 25 years experience working in the fragrance market on both niche and FMCG projects, with a focus on luxury fragrance.

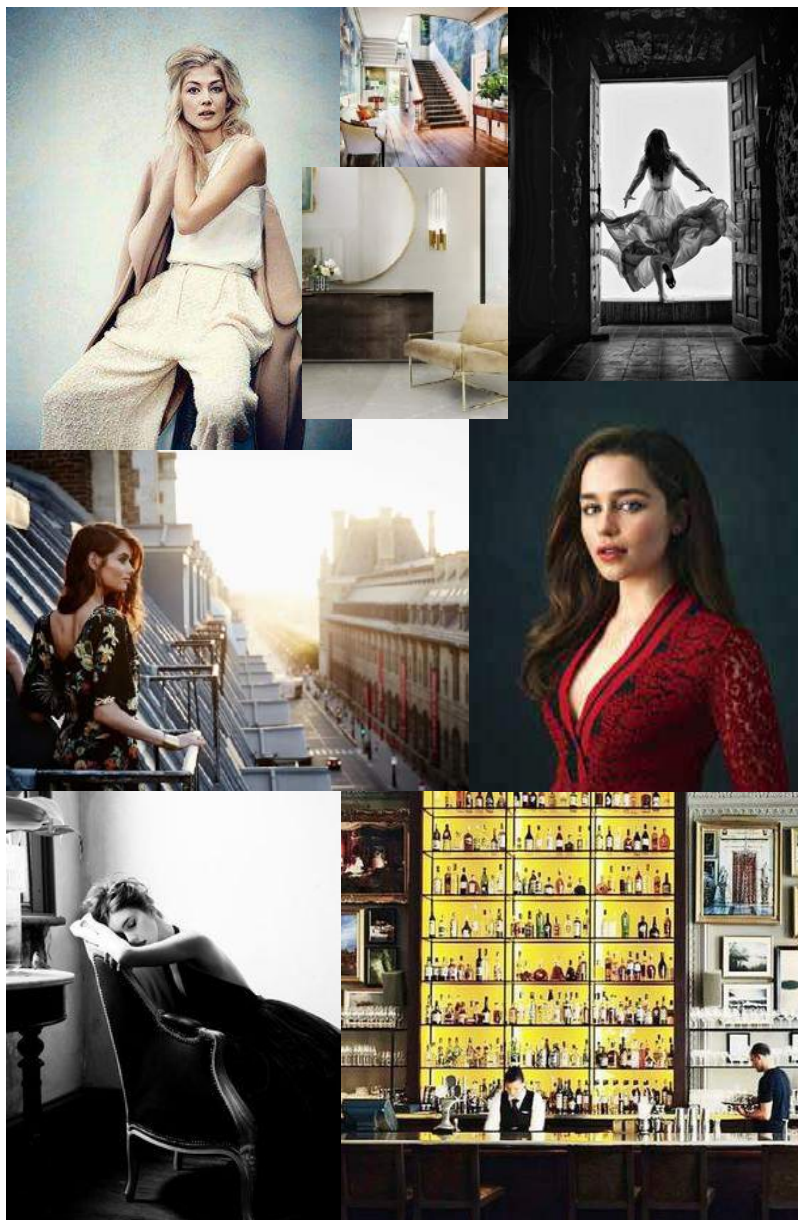


## NICOLA POZZANI

Bespoke Perfumer

Founder of S Sense and Lecturer on fragrance at London College of Fashion, UAL (UK) and Bern University of the Arts (Switzerland). Associate Member of British Society of Perfumers.

Nicola decided to go down a fragrance path after a life-changing encounter with Master Perfumer Jean-Claude Ellena, who initiated him into this art at the “Università dell’Immagine”, academy of the five senses in Milan, Italy.



## GENERAL INFO

**Age:** 35+

**Work Enviroment:** Corporate & Media

**Annual Income:** 80k+

**Location:** Cosmopolitan Cities  
Town & Country

## PERSONALITY



## *Customer profile: Her*

- Aspirational
- Opulent
- Beautiful
- Individual
- Indulgent
- Timeless
- Understated
- Creative
- Modern heritage
- Confident
- More than ingredients led
- Characterful



## GENERAL INFO

**Age:** 30+  
**Work Enviroment:** Corporate & Media  
**Annual Income:** 80k+  
**Location:** Cosmopolitan Cities  
 Town & Country

## PERSONALITY



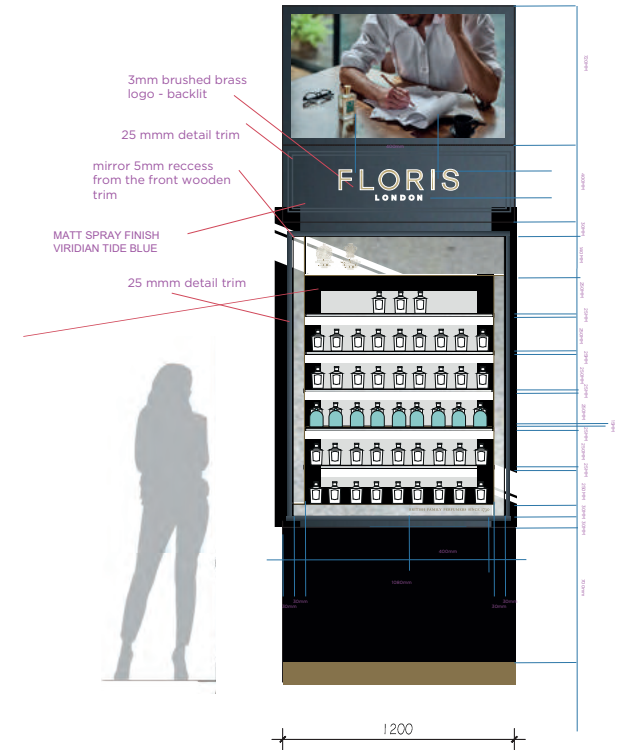
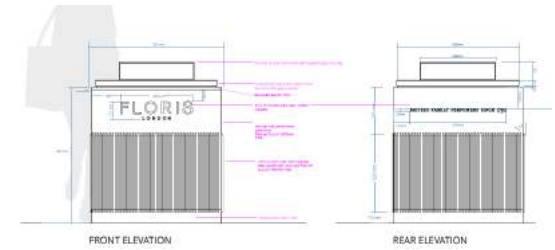
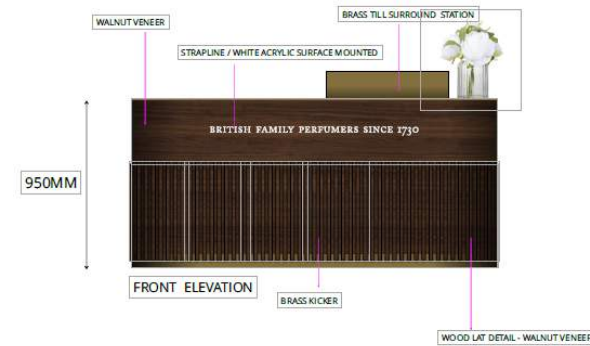
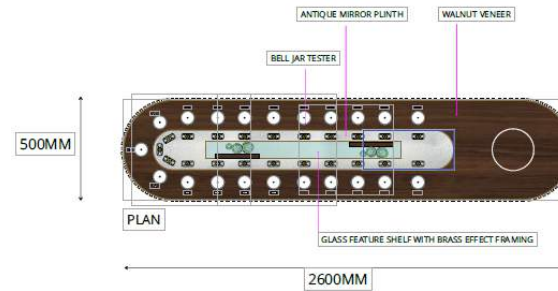
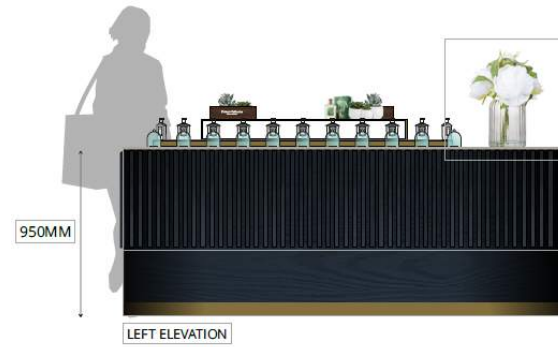
## Customer profile: Him

- Modern heritage
- Artisan
- Stylish
- Individual
- Smart thinking
- Timeless
- Understated
- Cultrural leaders
- Confident
- A whisper not a shout
- Characterful
- British refinement





# Global Retail Design Principles: Personalisation



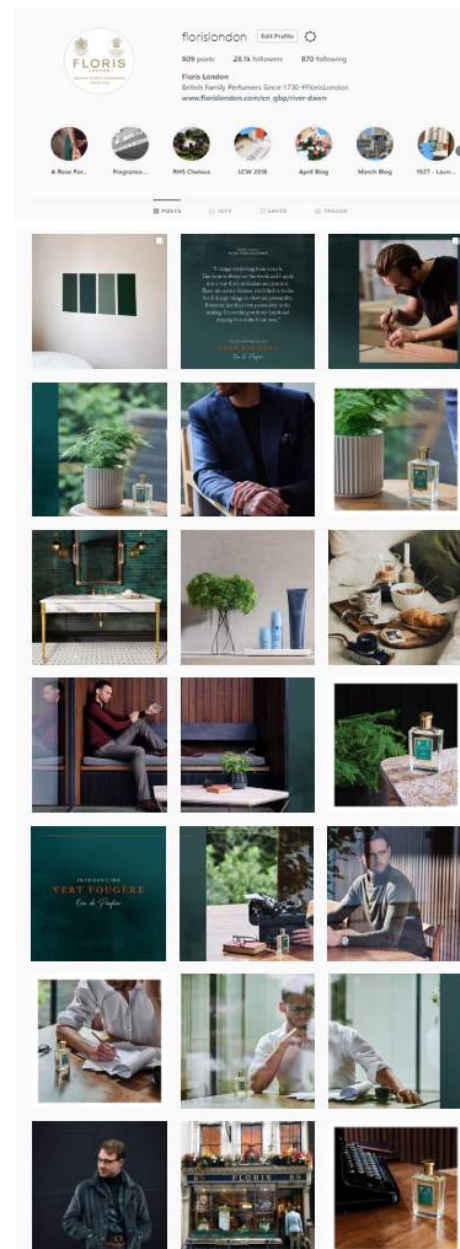


## Our media coverage

*Pieces of editorial appeared  
2018 UK: 417 (+54% vs  
LY)*

*Circulation 2018 UK:.  
4,969,309,759 (+49% vs  
LY)*

*Global articles online 2018  
UK: 9700 (+115% vs LY)*



## Our social presence

*Average engagement rate: 1,8%*

*Average post reach: 6,400*

*Average post impressions: 12,200*

*Average story views: 1,600*

## *Heritage*



- Floris is 289 years old in 2019 and in the 8th and 9th generation of the Floris family.
- Floris is the oldest independent family perfumer in the world.
- Floris is the only appointed perfumer to the Her Majesty The Queen of the United Kingdom.
- Floris holds 2 warrants, for HM The Queen Elisabeth II and HRH The Prince of Wales.

## *Customers*



- It has listed in its history books, some of the most famous faces of film, music, literature, politics and royalty.

## *Unique Service*



- All of it's fragrance development is done by 9th generation owner and perfumery director Edward Bodenham at 89 Jermyn Street, St James's London, in his own private perfumery. This is incredibly rare in fragrance development today.
- We are one of the only perfume houses where you can still go and hold a private bespoke appointment with an in-house perfumery team and make your own scent.

## *Global Appeal*



- All products are Made in Britain using the finest sourced ingredients from around the world.
- Floris is sold globally in limited and exclusive retailers.

## *Floris stands for...*



- Artisanal perfume creation with character and soul.
- Provenance and sustainable product development.
- Extremely small run batches of fragrance.
- Customer service and family values.
- Taking British perfumery heritage and adding character and a touch of modernity to the essential routes of perfumery.



*Floris* - A GLOBAL VIEW



*A Global View* - RETAIL OFFER



## *Taiwan: Sogo*



## *Qatar:* Gallery Lafayette





Italy

OTTAVIANO  
*Parfums et Beauté*

BIELLA - NOVARA - VERCELLI





## *Australia: Myer*

# MYER



## *UK: Selfridges*

**SELFRIDGES & CO**





## UK: Fortnum & Mason





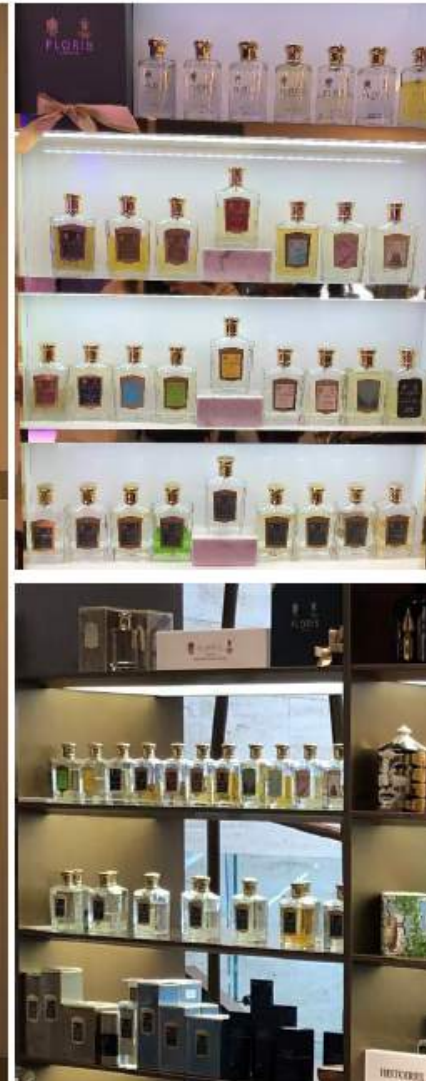
# *Sweden: NK*





# *Spain: El Corte Ingles*

**isolee**



## Japan: Isetan





*Hotel Amenities-* **CEFIRO**

## Cefiro

Eau De Toilette  
100ml £80.00

### Description

Crisp lemon and lime, punctuated with bergamot and mandarin, warmed by spicy notes of cardamom and nutmeg on a fresh floral jasmine heart that leads to a clean, musky, woody base.

*Cefiro is a fragrance perfectly suited for men and women.*

The fragrance was launched into the Floris range in 2002, and was inspired by the scent of a warm, gentle breeze while sitting in a mediterranean courtyard. It can be found in some of the world's finest hotel rooms.

A fragrance that refreshes and awakens the senses, giving a fresh, clean feeling on the skin.

### Fragrance Family



*Citrus Floral*

### Key Facts

- Clean, refreshing, uplifting, soft, revitalising, refreshing, awakening, a three dimensional citrus scent.
- Ideal unisex fragrance.
- Highest quality ingredients.
- Clean

### Customer

- Sophisticated travelers with discerning taste.
- Citrus lovers.

### Wearing Notes

- **Longevity** Medium with 8 hour plus on skin.
- **Distance** 2-3 meters during first 4 hours.

### Inspiration

- Floris is an English perfume brand with routes in Minorca, where Juan Floris, the Floris founder began his life before moving to England. A number of Floris's scents are inspired by Juan's home.

### Fragrance Notes

#### Top Notes

bergamot  
lemon  
lime  
mandarin  
orange

#### Heart Notes

cardamom  
jasmine  
nutmeg

#### Base Notes

cedarwood  
musk  
sandalwood

### Star Notes



*Bergamot*



*Jasmine*



*Musk*



## *Amenities:* Heritage Range - 50ml recycled pet





## *Amenities: 300ml Invisible Dispenser*



## *Amenities: Core Range - 30ml Aluminum tubes*



## *Amenities: 10ml Aluminum Ancillaries*

Lip Balm + Hand cream





*A Global View* - HOTEL OFFER

## *UK - London: 100 Queens Gate:*





## *UK - London: The Stafford*





## *UK - Bath: The Royal Crescent*





## *Russia - Moscow: The Metropol*





## *Czech Republic - Prague: The Mark Luxury Hotel*





## *Dubai: The Atlantis*





BRITISH FAMILY PERFUMERS SINCE 1730



FLORIS  
LONDON