



WILGERMAIN

PARFUMS D'EXCEPTION

COMPANY PROFILE



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THE BRAND Inspiration

NYC PARIS

Wilgermain is a luxury perfume house that was born from the encounter between a world-renowned perfumer, Rodrigo Flores-Roux and Francisco Gratacós, its founder and CEO, with the aim of creating an original and distinctive perfume brand, far away from fashion and trends, with a true emotional history and mastery behind each perfume.

Deeply imbued with the tastes and character of both Paris and New York, the house, as well as each one of its scents, found their inspiration in these two cities; both the City of Lights and the Big Apple are the unquestionable muses of the brand.

With an international scope and a will to become universal, each detail of Wilgermain has been thoughtfully conceived and has been entirely produced in both Europe and the USA by traditional artisans, all of its components being environmentally friendly.





GLOSSARY

Genuine, Unique, Unexpected

Experiential story telling

Creative effort between the brand's creator and a world-renown master perfumer

Genderless, rich and contemporary olfactive offerings

Only best-in-class, hard to find and exclusive aromatic raw materials

Absolute, unabashed luxury

Reinvented accords and totally unpublished new fragrance proposals in a dialogue of absolute beauty



EXCELLENCE
CRAFTSMANSHIP
TIMELESSNESS





MEET THE FOUNDER

Wilgermain is the brainchild of Francisco Gratacós, a man who is passionate about art, design and perfumery.

Francisco specialized in business management until a new project took him to the world of perfumes by the hand of one of the greatest Spanish perfumers, which was in fact the beginning of an exciting journey. Beyond business, he had found a way to merge his three passions, so he decided to dive fully into the fragrance world.

After years helping well-known niche perfume brands, Francisco decided to materialize his ideas creating a high-end fragrance house.

With a strong desire for originality and quality, he enrolled a great friend, the renowned master perfumer, Rodrigo Flores-Roux, and after many exchanges of ideas, Wilgermain was born and thrives as an olfactive expression of this happy encounter of thoughts.

THE PERFUMER

Biography

Rodrigo Flores-Roux began to be interested in fragrances at 8 years old and after his biology studies, he entered the perfumery school ISIPCA, in Versailles, where he was an internal student of Jean-Claude Ellena.

With almost 30 years of professional scent blending under his belt, Rodrigo is a multi-award winning perfumer, including several FiFi Awards among others.

Many of his creations have attained international recognition for their original signature and unmistakable personality, and several of them are bestselling references in the industry, being considered modern classics. Furthermore, his work has been inducted into important "best of" lists and the Fragrance Foundation Hall of Fame.

Currently, Rodrigo is Vice President of Fragrance Creation at Givaudan, lives in Manhattan, enjoys museum going and fine dining there, craves the occasional cigar and is, as ever, a "newsaholic" that is keenly aware of the latest trends, news and happenings.





Olfactory language

Rodrigo's perfume style oscillates naturally between big and expressive compositions that are rich in multi-layered details... and simple, almost brutalist harmonies, constructed with willingly short formulas using only a few strokes of high voltage energy.

A lover of citrus aromas, he also delights himself playing with rich nocturnal florals, opulent ambery resins and of course leather notes, as he's also well known for donning black leather clothes almost every day. He wears it with style and relish.

A journalist once described Rodrigo as a Neo-classicist. He agrees, albeit a bit reluctantly. "It's true that I amuse myself in referencing classic perfumes, as my "archival" interest for vintage perfumery is enormous. But what good would it be, if we only spent our time reconstructing the past? I say: Let's learn from it and then take a quantum leap into the future!"

Wilgermain

"Very rarely in the life of a creative perfumer, the time comes when you are given total freedom of expression and the impulse to wildly unbridle your imagination. I was asked by Francisco to seek further and further and this cannot be more welcomed! This is the utmost vote of confidence and working on inventing Wilgermain's fragrances under Francisco's subtle guidance, has been an incredibly cherished process for me.

The vision of the brand touched me personally, as I was asked to put forward my own private perfumed predilections, and I did it passionately."

Rodrigo Flores-Roux

OUR PACKAGING

Our iconic cap

A refined metallic cap tops it all, designed with a shape reminiscent of the bolts and screws that keep together both the Brooklyn Bridge and the Eiffel Tower.

Modernity, high design, abstraction and historical references, all encompassed in one mere design.

Made of fine Zamak-5, our cap is entirely made in Europe by artisans, hand polished one by one and carefully plated in genuine 24-karat gold.





OUR PACKAGING

Taste for detail

Wilgermain expresses itself via a specific and personal taste for design, precision and ultimate detail, and as such, its packaging was conceived in unison with the ideology that also dictated the blending of the scents, resulting in both parts speaking a coherent, clear and luxury-oriented common language that delivers a unique olfactive experience, both individual and universal.

Just as all of Wilgermain's fragrances are made with the finest aromatics, an Italian top-quality glass bottle, carefully polished and hand finished, holds them and make them gleam and reflect the light in an unusual way, due to the purity and weight of the glass.

CANVAS collection

For its six first introductions, Wilgermain focuses on a range of timeless fragrances with a contemporary feel and a global appeal. When looking for a befitting fragrance, each lifestyle will find a beginning and an end here.

These are six luminous but intimate compositions that are singular, unexpected yet easy to understand, all boasting several common features: masterful blending, high tech precision, even higher olfactive aesthetics, a perfectly calibrated fragrance message and the usage of the purest, most exquisite raw materials.



AQUAFORTIS Eau de Parfum

The ultimate freshness, transportive, joyful and explosive, delivered through top-shelf quality citrus essences and just a naughty little smidge of iris and vetivert.

TOP NOTES

Buddha's hand lemon essence
India *

Petitgrain lemon tree essence
Italy

Bergamot essence "Coeur"
Calabria *

HEART NOTES

Sambac absolute *India* Tangerine
tree flower

Scenttrek *

Lavender absolute *France*

BASE NOTES

Vetivert Coeur essence * Zedoary
essence *India*

Iris absolute Tuscany "notre
production" *

(*) denotes Givaudan speciality products

RADIANZA
Eau de Parfum

A radiant and multifaceted floral symphony that is full of energy and natural beauty: it tells the story of the life cycle of a flower via a careful selection of the finest floral extracts and a hint of oriental warmth in the finish.

TOP NOTES

Clementine essence
Florida
Black currant bud absolute
Burgundy
Violet leaf absolute *Egypt*

HEART NOTES

Jasmine "Royal" absolute
South China *
Honeysuckle accord
Tuberose Natsublim extract *

BASE NOTES

Benzoin tears absolute *Laos*
Vanilla tincture *Commores* *
Labdanum resin *Spain*

MORE IS MORE
Eau de Parfum

Dark and enlightened at the same time, this stunning perfume plays with contrasts like no other: a fragrant chiaroscuro, both enigmatic and elegant, like a hide of the softest and shiniest black leather.

TOP NOTES

Clementine essence *Florida*
Black currant bud absolute
Burgundy
Violet leaf absolute *Egypt*

HEART NOTES

Jasmine "Royal" absolute *South China* *
Honeysuckle accord
Tuberose Natsublim extract *

BASE NOTES

Benzoin tears absolute *Laos*
Vanilla tincture *Commores* *
Labdanum resin *Spain*

INCONFESSABLE
Eau de Parfum

A bracing yet comfortable woody spicy composition, spotlighting unusual spices and a new approach to wood notes.

TOP NOTES

Black pepper essence
Madagascar *
Timur pepper essence *Timur*
Red ginger essence
Laos *

HEART NOTES

Cardamom essence
Sri Lanka
Coriander seed essence *Croatia*
Nutmeg essence
Moluccas

BASE NOTES

Patchouli Coeur essence
Singapore *
Cedarwood essence *Virginia*
Bubinga wood accord

PASSION VICTIM
Eau de Parfum

Happy, mouthwatering, intimate and textural, this alluring scent delivers comfort through an evocation of a centuries old festive tradition, while being steeped in modernity.

TOP NOTES

Valencia orange essence *Spain*
"Acitron" accord
Neroli essence *Tunisia*

HEART NOTES

Orange flower water absolute
Morocco
Rose essence *Bulgaria*
Dried fruit accord

BASE NOTES

Sandalwood
Tolu balsam
Vanilla bean infusion *France*

POSSESSION
Eau de Parfum

The joyous encounter between petally floral notes and ultra chic woody nuances, touched by jewel like fruity nuances. A couture like chypre construction, welcoming, elegant and civilized.

TOP NOTES

Pear tree blossom accord
Alpine cyclamen accord
Pineapple pulp Delight base *

HEART NOTES

Rose absolute *Turkish*
Orange flower absolute *Tunisia*
"notre production" *
Pink amaryllis Scenttrek *

BASE NOTES

Akigalawood *
Amber accord
Crystalline musk accord
(Sylkolide and Nirvanolide amongst others.. captive Givaudan musks) *

(*) denotes Givaudan speciality products

SALIENCE AT THE POINT OF SALE

All of our displays for the point of sale have been designed to be the best ambassadors of the brand, as well as to offer a pleasant and memorable experience.

Always faithful to our concept and inspiration, at Wilgermain we are committed to excellence in everything we do as well as in how we approach and offer our products to our consumers in order to create a memory as the hallmark of that experience.





CUSTOMIZABLE FRAGRANCE BAR



SHOP-IN-SHOP DESIGN

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