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Cognac giant Rmy Cointreau debuts perfume house in spirited move

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Rmy Cointreau, seeing synergies, is extending its expertise in the spirits world to fragrances with the launch of Maison Psych. Image credit: Rmy Cointreau

By LUXURY DAILY NEWS SERVICE

French Cognac maker Rmy Cointreau has launched a new upscale perfume house that banks on its expertise of blending and aging spirits.

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Maison Psych, as the new perfumer will be called, is a collaboration between the efforts of Baptiste Loiseau, cellar master of Maison Rmy Martin and Sophie Labb, principal perfumer at fragrance house Firmenich. Five scents will drop initially.

"Maison Psych was born from our shared love for the terroirs and age-old expertise, both in Cognac and further afield where perfumery's finest raw materials blossom," the company said in a statement.

"These carefully selected raw materials form the foundations of five exceptional olfactory creations making up the first Maison Psych collection. We left them to age in the Maison Rmy Martin cellars in Cognac to allow them to expand their range of expression in our *tonnelets* [small oak casks]. Time has done its work and the result is striking, just like for our eaux de vie."

Makes scents

The Maison Psych parfums are shaped by the time spent in oak casks specially designed by Seguin Moreau, whose expertise as coopers has been recognized for almost 200 years, the company said.

"The Maison Psych range is a natural extension of our activities," said Eric Vallat, CEO of **Rmy Cointreau Group**, in a statement. "It is based on the special blending and ageing expertise specific to the world of spirits to elevate the finest raw materials from perfumery and create innovative fragrances.

"Maison Psych is a bridge between two worlds, that of luxury fragrance and that of spirits, and a bold venture with terroirs, people and time at its very heart," he said.

THE BRAND'S perfume bottles are collection pieces made of Baccarat crystal, adorned in gold and some with diamonds, numbered and available in limited quantities. Their discovery will be an incredible experience reserved

for an exclusive clientele on a confidential basis, the company said.

"The creation of Maison Psych is the fulfilment of a wonderful dream," said Francesco Riosa, CEO of Maison Psych, said in a statement. "The dream [is] of reinventing La Grande Parfumerie' in the 21st century and restoring its prestige by connecting it to the traditional and time-honored expertise of exceptional spirits."

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