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Rmy Cointreau brings exclusive perfumery to US market

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Though the scents remain highly exclusive, the collection now expands into a new geographical base. Image courtesy of Rmy Cointreau

By LUXURY DAILY NEWS SERVICE

French Cognac maker Rmy Cointreau is releasing an inventive collection stateside.

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Having expanded into the world of scents in October 2022 with the launch of Maison Psych, the luxury spirits house is opening the floor to another market. The brand's venture, which blends expert cognac-making capabilities with the practice of perfumery, is now available in the United States.

Bottled up

Starting at \$6,100, the five scents range from Calabrian bergamot captured in the "Alexanor" fragrance to the Indonesian patchouli of "Nymphalis."

Other scents include "Belle-Dame," a Grasse rose perfume and the Indian jasmine-scented "Alcyone," as well as "Hamadryas," which smells of Madagascar bourbon vanilla and spices.

As Maison Psych arrives in the U.S., the cognac house is employing a high level of exclusivity. Currently, the scents are only accessible through the private client team of Louis XIII, Rmy Cointreau Group's cognac brand.



The fragrances are difficult to attain for the average luxury shopper. Image credit: Rmy Cointreau

The collection, in true Rmy Cointreau fashion, was aged in oak casks. Scents for the drop were handpicked by Baptiste Loiseau, cellar master at sister label Rmy Martin, and Sophie Labb, principal perfumer at Firmenich, the world's largest privately-owned fragrance and flavor company.

Firmenich has formulated perfumes with high-luxury brands from around the world such as Italian fashion label Gucci, German fashion house Hugo Boss and among others, French fashion label Kenzo.

Louis XIII has made a name for itself with ultra-luxe drops of this sort. In 2021, the brand strategically released a rare red decanter that was only available in select nightclubs around the world ([see story](#)).

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