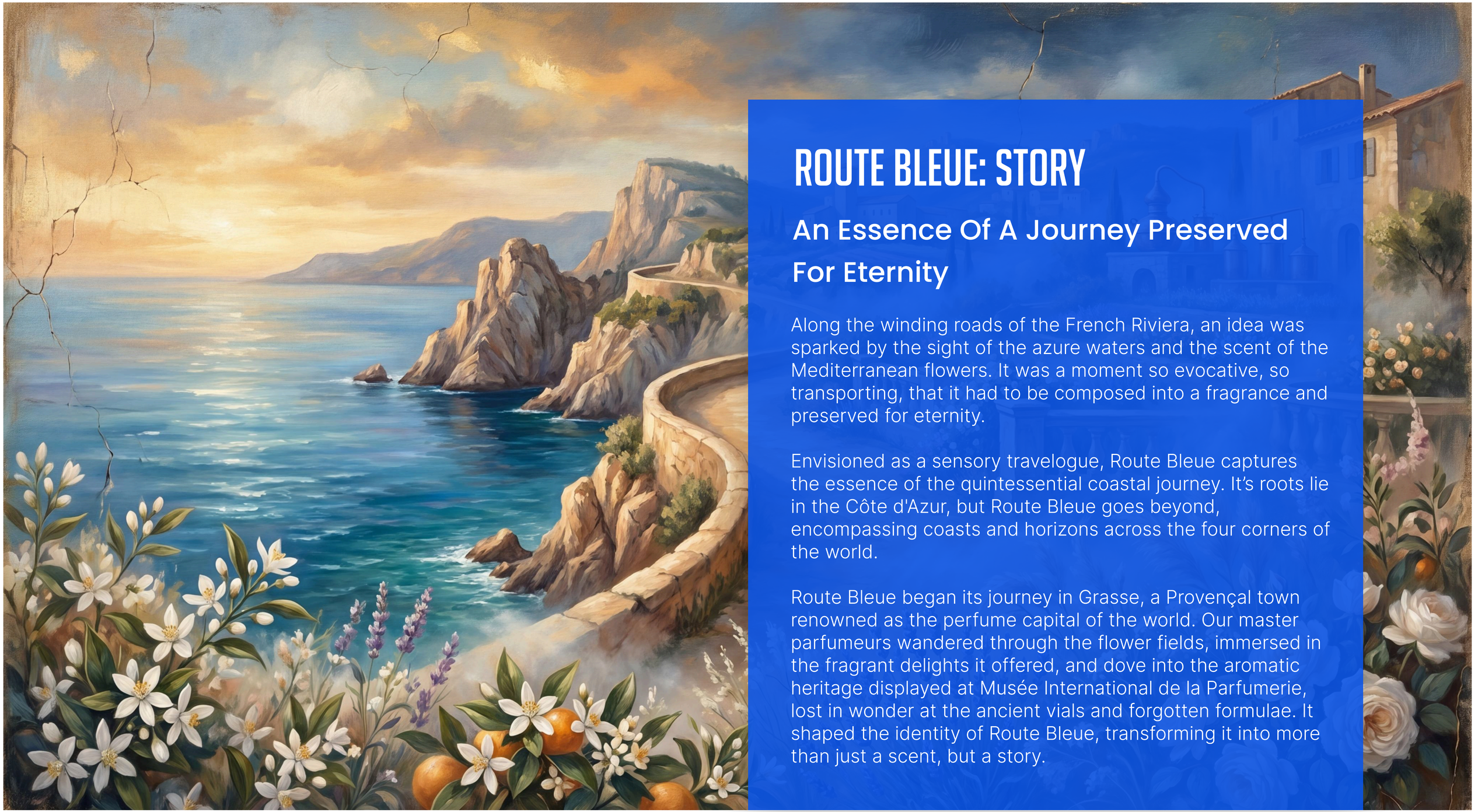
BRAND PRESENTATION



www.routebleueparfums.com



ROUTE BLEUE: STORY

An Essence Of A Journey Preserved For Eternity

Along the winding roads of the French Riviera, an idea was sparked by the sight of the azure waters and the scent of the Mediterranean flowers. It was a moment so evocative, so transporting, that it had to be composed into a fragrance and preserved for eternity.

Envisioned as a sensory travelogue, Route Bleue captures the essence of the quintessential coastal journey. It’s roots lie in the Côte d'Azur, but Route Bleue goes beyond, encompassing coasts and horizons across the four corners of the world.

Route Bleue began its journey in Grasse, a Provençal town renowned as the perfume capital of the world. Our master parfumeurs wandered through the flower fields, immersed in the fragrant delights it offered, and dove into the aromatic heritage displayed at Musée International de la Parfumerie, lost in wonder at the ancient vials and forgotten formulae. It shaped the identity of Route Bleue, transforming it into more than just a scent, but a story.

POUR HOMME

A fragrance crafted for the modern man - confident, refined, and effortlessly charismatic. Pour Homme blends classic masculinity with a fresh, contemporary spirit.

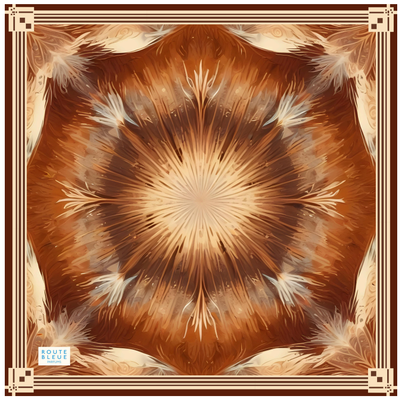


01.

AGRUMADE

Cologne Family

An ode to a road across the azure world driving along the coast, through a road older han time you witness the expanse of the azure sea unfold before you. This is where your journey begins Côte d'Azur the crown jewel of the Mediterranean.



02.

ÉCORCE NOIRE

Woody Family

A city of red carpets appears before you, favoured by stars of the silver screen The streets come alive as you drive down the Riviera, to towns amidst flower fields, bursting with colour, where magic lingers in the air.



03.

ARMOISINE

Fougere Family

You are transported to a garden of aromatic delights, This is where your journey ends You witness a parfumeur extraordinaire, compose a fragrance like no other It is an ode to a road, across the azure world The Blue Road La Route Bleue

POUR FEMME

A fragrance that celebrates the essence of femininity graceful, sensual, and effortlessly captivating.
Pour Femme opens with luminous notes of citrus and delicate florals, evoking freshness and elegance.



01.

PETITE FLEUR

FLoral Family

On the southern tip of an ancient continent, you drive along a road carved into the mountainside A village nestled beneath the peaks appears ahead, where you taste slow-cooked stews made with sun-dried fruits, as the drums echo in the distance.



02.

SORBET D'ETE

Fruity Family

As the surfers make waves in the distance, you arrive in a land of lighthouses and sunsets.
Driving across canyon roads, you enter farmers' markets brimming with artisanal treasures and wildflowers.



03.

NOMADE CHIC

Chypre Family

Far across the seas, the journey continues, to the azure coast of a faraway island In seaside towns amidst eucalyptus groves, you indulge in golden-crusted delights as the dolphins leap across the tranquil waters.

UNISEX

An olfactory expression beyond boundaries - bold yet soft, fresh yet warm. Crafted for every soul, this unisex fragrance opens with invigorating notes of citrus and green herbs, unfolding into a heart of soft florals, sea breeze, and aromatic woods.



01.

L'EAU PRALINÉE

Gourmand Family

As you near the horizon,
you get a glimpse of the lands beyond
The road transports you,
past the cerulean waters of the
Mediterranean, to distant shores across
the four corners of the world

VALUES & MISSION

A sense of beauty across moments and memories

It's the art of slow beauty that drives us, revealing itself in sunsets over azure waters and the flowers enveloping the hills. Our mission is to compose more than just fragrances but roads to shores unseen and untravelled, transporting you across countries and continents.

Route Bleue is defined by authenticity and exploration. Our sources of inspiration span places and experiences that are authentic, evoking nostalgia and a sense of wonder. It is our spirit of exploration that drives us to discover the stories of diverse communities, handed down over generations.





USP

An aromatic travelogue of coastal wonders

Route Bleue stands apart, composed with fragrance notes, each a landmark on an iconic coastal journey. It is a travelogue narrated through a range of scents, capturing the essence of a journey like no other.

The Cologne

A song of the sea composed of Hazelnut, Cedarwood, Tangerine, Grapefruit, Cashmere Wood, and more.

The Woody

A homage to Mother Nature composed of Amberwood, Patchouli, Juniper, Oak Bark, Labdanum, and more.

The Fougère

A window into the outdoors composed of Lime, Mint, Rum, Geranium, Vetiver, Pink Pepper, and more.

The Floral

A tapestry of native blossoms composed of Lily of the Valley, Neroli, Orange Blossom, Peach, and more.

The Fruity

A sun-kissed blend of summer delights composed of Black Currant, Melon, Caramel, Amber, Violet, and more.

The Chypre

A tribute to wanderlust composed of Bergamot, Rose, Patchouli, Cedarwood, White Flowers, and more.

The Gourmand

An ode to coastal delicacies composed of Cardamom, Orangette, Praline, Dark Chocolate, Vanilla, and more.

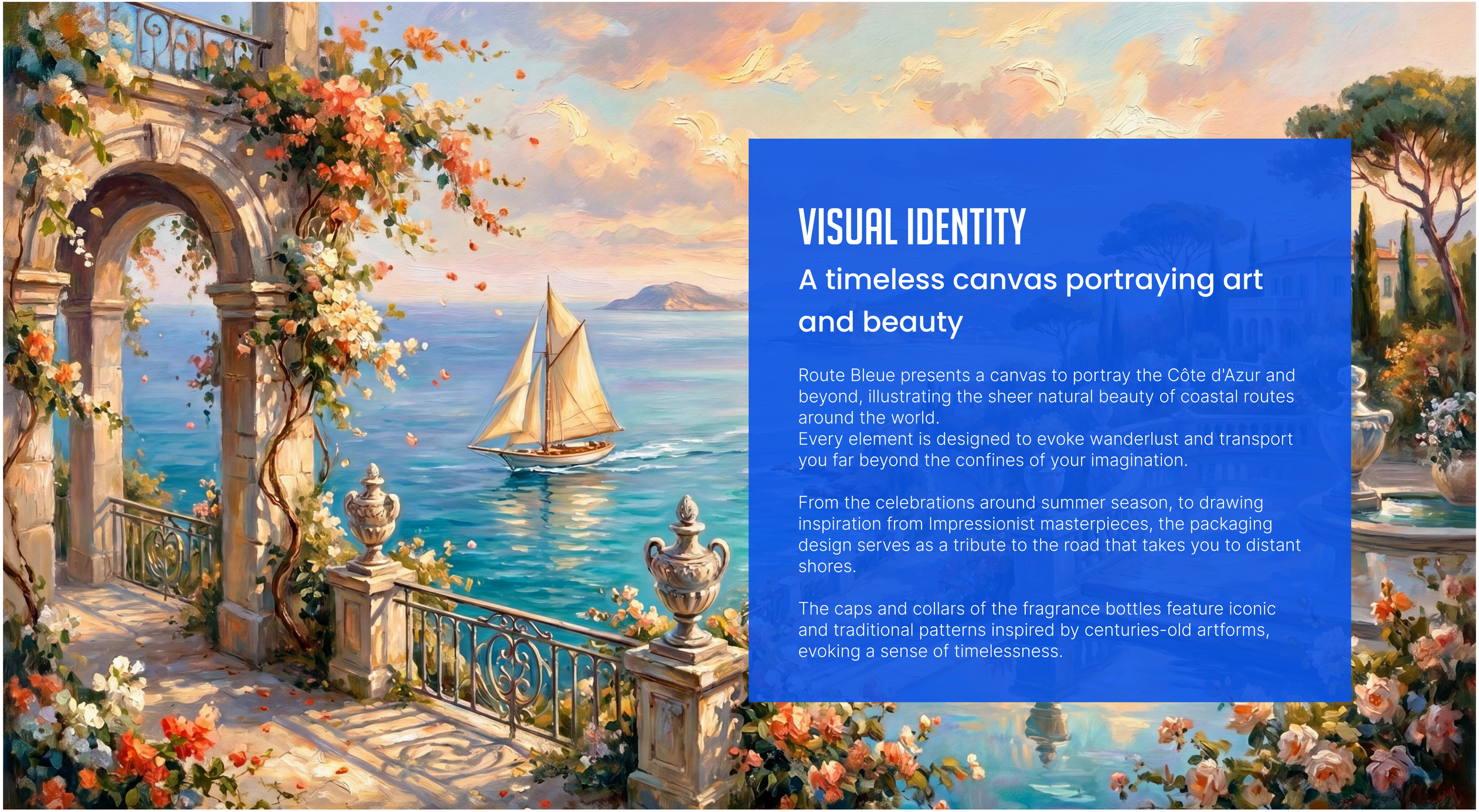
BRAND PERSONALITY

A song of the sea and the sky

Route Bleue is adventurous yet refined, an explorer in search of meaning and memory.

Our voice is poetic and intimate, thoughtfully captured in journals and letters. It pauses and reflects, seeing the beauty in everything.

There's a touch of timelessness in its air, a tribute to both the old world and the future ahead.



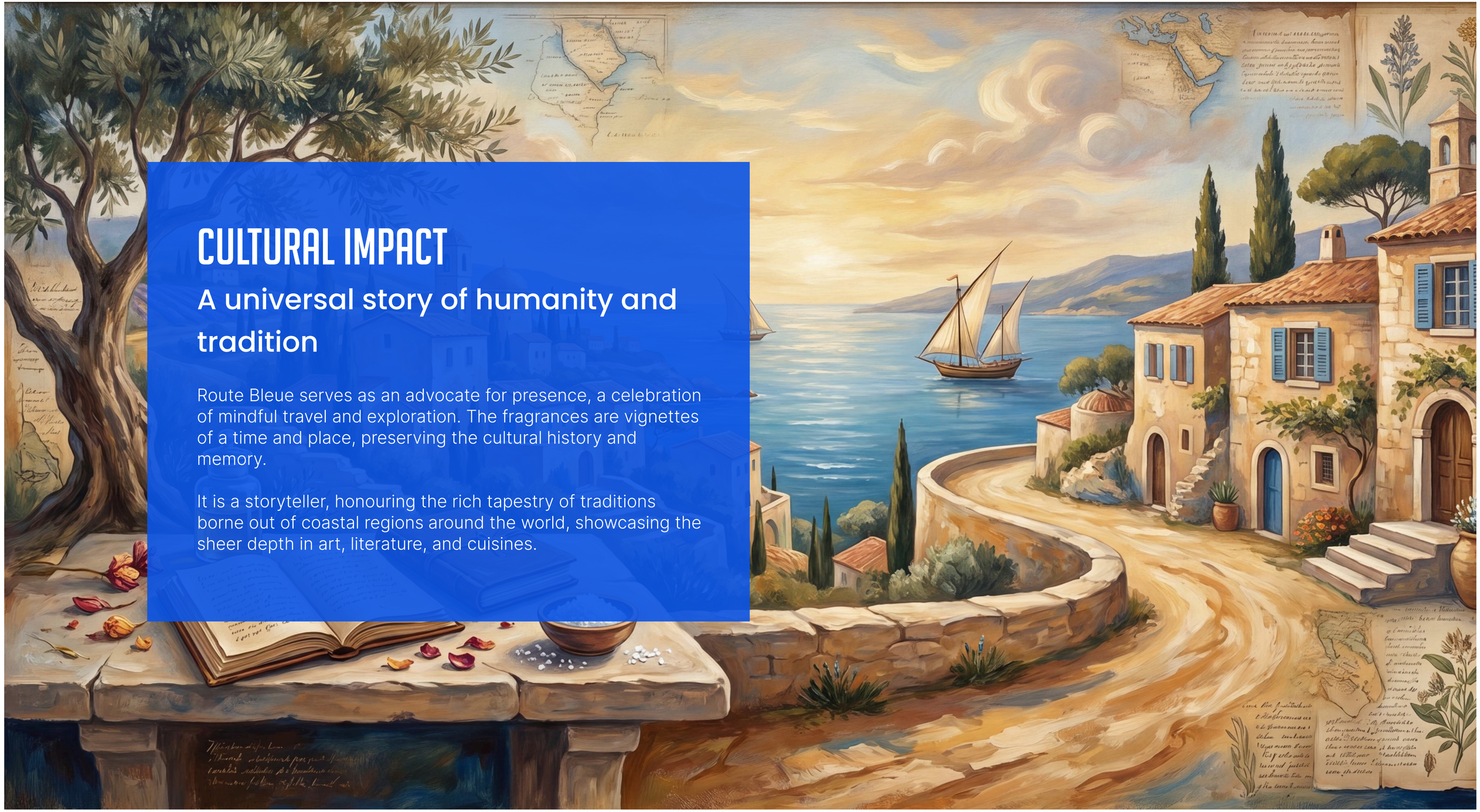
VISUAL IDENTITY

A timeless canvas portraying art and beauty

Route Bleue presents a canvas to portray the Côte d'Azur and beyond, illustrating the sheer natural beauty of coastal routes around the world.
Every element is designed to evoke wanderlust and transport you far beyond the confines of your imagination.

From the celebrations around summer season, to drawing inspiration from Impressionist masterpieces, the packaging design serves as a tribute to the road that takes you to distant shores.

The caps and collars of the fragrance bottles feature iconic and traditional patterns inspired by centuries-old artforms, evoking a sense of timelessness.



CULTURAL IMPACT

A universal story of humanity and tradition

Route Bleue serves as an advocate for presence, a celebration of mindful travel and exploration. The fragrances are vignettes of a time and place, preserving the cultural history and memory.

It is a storyteller, honouring the rich tapestry of traditions borne out of coastal regions around the world, showcasing the sheer depth in art, literature, and cuisines.

FUTURE VISION

A beginning to a whole new story

Our vision is to craft an atlas of coastal routes through a curated collection of fragrances, paying tribute to the uniqueness of each region.

Route Bleue is an invitation to go beyond, on journeys across continents, capturing the emotions, moments, and memories that unite all of us.

AGRUMADE





Truly a Song of the Sea.

Wandering across the shimmering beaches of the French Riviera, you witness before you the utterly breathtaking expanse of azure waters stretching towards the horizon.

It is a masterpiece of nature, a sea coloured a thousand shades of blue, speckled with sunlit gold, a picture of infinite tranquility.

As you take a deep breath, the fragrance of the sea fills you with a lightness of being, immersing you in an endless moment of serenity.

It is Agrumade, a fragrance that awakens all your senses, capturing the true indefinable essence of the French Riviera.

FRAGRANCE NOTES

FRESH FAMILY | POUR HOMME

Top Note : Grapefruit, Tangerine

Heart Note: Hazelnut

Base Note: Cedarwood, Cashmere wood

Product Detailing

Evoking the allure of the Mediterranean Sea, Agrumade is a fresh and invigorating masculine cologne that offers an escape into a life beyond. The cologne is breezy and full of life, a reminder of the sun and sea that await you. It is composed with a blend of grapefruit and tangerine, and buoyed with the notes of hazelnut, cedarwood and cashmere wood.

Package Detailing

Capturing the coastal charm of Antibes and Saint-Tropez in the French Riviera, the box features an illustration of the sea meeting the sky, inspired by the impressionist masterpieces of Claude Monet. The bottle lies within the box, against the backdrop of an incredible view of a seaside escape with azure waters and white clouds stretching to the horizon. Adorned with a logo featuring traditional and timeless patterns, the silver self-pump cap and collar of the bottle pay homage to centuries-old artforms.

ÉCORCE NOIRE





Truly a Masterpiece of Nature.

As you drive down Route Bleue, you enter a haven filled with natural wonder, a realm of ancient beauty and alluring mystery.
It is an Eden, a forest blessed with emerald leaves and enchanting scents that captivate all those who wander through.

As you marvel at nature's artistry, the leaves fall around you, the sounds of the streams soothing you with their gentle rhythm.

This is Écorce Noire, a sanctuary of beauty and serenity, filled with living works of art, where magic lingers in the air.

FRAGRANCE NOTES

WOODY FAMILY | POUR HOMME

Top Note : Grapefruit, Orange, Black Pepper, Juniper

Heart Note: Leather, Orris, Oak Bark

Base Note: Vetiver, Patchouli, Labdanum, Amberwood

Product Detailing

A luminous experience, Écorce Noire is a masculine woody fragrance that expresses itself with radiance and sensuality. Crafted by master perfumers, the fragrance is earthy and warm, a symphony of sensory experiences. The fragrance draws you in with the indulgent notes of leather and juniper and the decadent notes of amberwood, patchouli and oak bark.

Package Detailing

Inspired by the natural beauty of the Provençal forests in Southern France, the box is illustrated with the intertwining branches of ancient trees, bringing the idea of Écorce Noire to life. The box opens up to reveal the bottle inside, set against the backdrop of an abstract representation of the soul of the forest Featuring the fragrance name etched on the nameplate, the bottle is accented by a silver self-pump cap and collar that showcase a logo designed with artisanal motifs.

ARMOISINE





Truly an Ode to the Outdoors.

As you walk across the endless countryside, you feel the heartbeat of the land, a gentle rhythm that pulses through the ferns and the trees, calming both the mind and the soul.

The earth is soft beneath your feet, composed of layers upon layers of leaves, covering the grass and moss underneath, ancient, alive and enchanting, untouched by time.

Every step feels ancestral, surrounding you with tranquility in breathing, living form, awash in colour and aromatic in fragrance, welcoming you deeper within.

It is Armoisine, a fragrance crafted by nature, an earthy tribute to life in its purest essence

FRAGRANCE NOTES

FOUGERE FAMILY | POUR HOMME

Top Note: Lime, Mint, Mojito, Pink Pepper, Cardamom

Heart Note: Rum, Marine Breeze, Iris, Geranium, Brown Sugar

Base Note: Musk, Vanilla, Vetiver

Product Detailing

Capturing the ancient essence of life itself, Armoisine is a masculine fougere fragrance that evokes the freshness of the spring season. It is crafted from the top notes of lime and mint, brought together by the heart notes of rum and geranium, and grounded by the base notes of musk and vetiver.

Package Detailing

Transporting you back to a time filled with the little joys of life, the box showcases an illustration of a serene villa in the scenic countryside of the Côte d'Azur. The box reveals the bottle within, positioned against the backdrop of lush foliage, painted in the shades created by Mother Nature. Showcasing traditional patterns, the bottle features a silver self-pump cap and collar with the logo.

PETITE FLEUR





Truly a Flower of Paradise.

Driving along Route Bleue, you witness a château rising into view, towering spires reaching toward the sky, overlooking the azure waters of the Côte d Azur below.

It is a sight to behold, straight out of a fairytale, with a flag waving in the wind, displaying a pristine white flower.

As you approach, you see that it is the Petite Fleur, a coat of arms inspired by a flower that was coveted by kings and queens in legends.

Outside, the gardens are a labyrinth of flowers and fountains, the air fragrant, filled with the songs of birds and the murmuring of water.

FRAGRANCE NOTES

FLORAL FAMILY | POUR FEMME

Top Note: Aldehydic, Peach, Bergamot, Tangerine

Heart Note: Orange Blossom, Floral Transparent, Lily Of The Valley, Neroli

Base Note: Vetiver, Musk, Patchouli, Vanilla

Product Detailing

An ode to the mystical beauty of gardens, Petite Fleur is a feminine floral fragrance composed with an irresistible blend of the flowers of the Mediterranean. Evoking expressions of amour, Petite Fleur is anchored by the top notes of peach and tangerine, and tinged with the heart notes of lily of the valley and neroli, and the base notes of musk and vanilla.

Package Detailing

A tribute to the legendary château gardens, the box showcases illustrations of its floral grandeur with an ever-changing palette, centred around an iconic arched trellis, welcoming the viewer inside. The box opens up unveiling the bottle within, set against the backdrop picturing an Eden filled with flowers and butterflies in vivid colours. Featuring a distinctive pattern on both sides, the bottle comes with a rose gold self-pump cap and collar that carries the logo showcasing an eye-catching artisanal design.

SORBET D'ETE





Truly the Soul of Summer.

As the days grow longer and the nights warmer, the streets come alive with colour and life as the season of summer arrives in the Côte d'Azur.

A symphony of scents and sounds captivate the senses as you walk along the cobblestone roads, basking in the golden light and warmth.

As you take a deep breath, the fragrance of the luscious, sun-ripened fruits fills your being, creating a moment of interconnectedness.

FRAGRANCE NOTES

FRUITY FAMILY | POUR FEMME

Top Note: Blackcurrent, Melon

Heart Note: Patchouli, Violet

Base Note: Caramel, Amber

Product Detailing

A finely-crafted essence, Sorbet D'Ete is a feminine fruity fragrance composed as a tribute to the scents and tastes of the Mediterranean coast. It is a light-hearted and vibrant blend of fruity notes, composed with blackcurrant and melon, with an infusion of amber, caramel and violet, the essence of life in its most idyllic form.

Package Detailing

A throwback to the carefree summer days in Provence, the box is a celebration of the spirit of the season with illustrations of the flora and fruits in a lush and warm colour palette. The box opens up to reveal the bottle within, set against the backdrop of an abstract landscape inspired by the compositions of legendary painters. As a tribute to the heritage of Southern France, the logo incorporates iconic traditional motifs that are featured on the rose gold self-pump cap and collar of the bottle.

NOMADE CHIC





Truly the Soul of a Free Spirit.

Leaving behind the whisper of a scent, you set out without a map to guide you, across the quaint little towns and the bustling big cities of the Côte dAzur.

It is a sensation like no other, as the wind takes you along, reminding you of the nomads of ancient times, wandering untethered by duty or time, not knowing what lies ahead.

Across the landscape, cafes, bookstores and markets call out your name, an invitation to the one who belongs everywhere yet nowhere, whose soul is truly free.

It is Nomade Chic, a sense of wanderlust, that enchants all those who pass through Route Bleue without a destination in their hearts.

FRAGRANCE NOTES

CHYPRE FAMILY | POUR HOMME

Top Note: Bergamot, Orange, Mandarin, Magnolia

Heart Note: Geranium, Rose Violet, White Flowers

Base Note: Patchouli, Musk, Vanilla, Cedarwood

Product Detailing

Awakening the bon vivant in you, Nomade Chic is a feminine chypre fragrance that invites you into a world of travel and leisure. It is composed as a fresh breath of air, beginning with the top notes of bergamot and magnolia, balanced by the heart notes of rose and white flowers, and anchored by the sensual base notes of patchouli and cedarwood.

Package Detailing

Evoking the idyllic appeal of life in the Côte d'Azur, the box features a vignette, capturing a moment in time, illustrated with brushstrokes in soothing pastel shades. The box opens up to unveil the bottle within, framed by the backdrop of a path leading to the azure sea, surrounded by picturesque villas and terraces. Crafted with iconic patterns on the sides, the bottle comes with a gold self-pump cap and collar featuring the logo.

L'EAU PRALINÉE





Truly the Flavour of Nostalgia.

Along Route Bleue, a familiar sight appears, as unchanged as it has been for decades, a little corner of the world where childhood memories come alive.

It is a place that transcends time, a patisserie filled with confectionery and desserts that promise a burst of flavour with every bite.

An idyllic haven in the French countryside, it is a reminder of a time when life was simpler and sweeter, preserved for eternity.

It is the home of L'Eau Pralinée, the comforting and utterly timeless flavour and fragrance of nostalgia and memories.

FRAGRANCE NOTES

GOURMAND FAMILY | UNISEX

Top Note : Bergamot, Orange, Mandarine, Pink Pepper, Marine Breeze, Cardamom

Heart Note: Orangette, Praline, Osmanthus, Dark Chocolate, Vetiver, Cinnamon, Nutmeg, Benzoin, Tonka Beans

Base Note : Vanilla, Sandalwood, Cistus, Benzoin, Patchouli, Dry Woods

Product Detailing

A celebration of nostalgia, L'Eau Pralinée is a unisex gourmand fragrance composed by master perfumers to paint a picture of the past. Brought to life by the top notes of cardamom and pink pepper, the composition feels cozy and warm, infused with the heart notes of orangette and praline and the base notes of sandalwood and vanilla, evoking an intense sense of nostalgia.

Package Detailing

Drawing inspiration from the renowned patisseries of the French Riviera, the box showcases illustrations of the nuts used as ingredients in the fine art of crafting confectionery and desserts. The fragrance bottle is housed within the box, set against the abstract and dream-like backdrop of a flower pictured with incredible attention to detail. Honouring history, the logo features a classical pattern, elegantly presented on the gold self-pump cap and collar of the bottle.

PERFUME VIALS

2ml vials for perfume sampling provided.





CERAMIC BLOTTERS

Product specific ceramic blotters with tray
are available with important fragrance notes on the top



PAPER BLOTTERS

Product specific paper blotters are available with important fragrance notes on the back.



SCARVES

Product specific paper blotters are available
with important fragrance notes on the back.



BAG

Product specific bags are available



DISCOVERY SET

"A Curated Set to Experience Route Bleue.
Seven Fragrances, One unforgettable Journey"



PLV STAND

PLV stand with ceramic blotter are available
along with the fragrance notes



THE ROUTE BLEUE BRAND LAUNCH EVENT

•Hôtel Martinez, La Palme d'Or - Cannes,
30 September 2025






FRANCIS FORD COPPOLA
Apocalypse Now


FRANCIS FORD COPPOLA
Apocalypse Now












PULP FICTION




















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