

PAULINE ROCHAS

ON NAKED SKIN *OUR ESSENCE REVEALED*

THE SEVEN COLLECTION



WHO IS PAULINE ROCHAS?

Pauline Rochas was born into the luxurious world of fragrance. The House of Rochas. Her destiny was shaped by her grandmothers.

Her grandfather, Marcel Rochas, created the iconic perfume Femme for his wife and muse - the legendary H el ene Rochas. H el ene was a visionary. She had great influence in the world of art, culture, fashion and design. This left an indelible impression on the young Pauline, who would accompany her grandmother to the ballet and opera, where she met great artists.

The house of her maternal grandmother, Denise Boyriven, was on the French Riviera, close to Pierre Cardin's famous home, Palais Bulles. Mimosas, midnight datura, night-blooming jasmine, gardenias and eucalyptus trees flourished in this lush garden. The salty Mediterranean Sea breeze would add the finishing touch to the nocturnal potion. Nature took on an allure.

Adventure and curiosity are an integral part of Pauline's character. From a young age, she travelled to exotic destinations with her parents who were avid travellers. As an artist her palette became one of different cultures, landscapes, colours and fragrances.

She switched from a long career in photography to study perfume in Grasse and follow in her grandfather's footsteps. To create a world via scent. This was a rebirth. Rediscovering herself and her roots.

Fragrance, nature and innovation are part of Pauline's DNA.

It comes as no surprise that Pauline has added a new facet to the art of perfume for her first collection. The power and effect perfume has to transform are what she finds intoxicating.

A handwritten signature in black ink that reads "Pauline Rochas". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

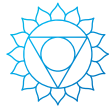
WE BELIEVE



The alchemy of scent is to transform not only what is sprayed onto the skin, but to awaken both inner and outer worlds.



To evoke and provoke.



Pauline Rochas combines her rich heritage of French fine perfumery with ancient Eastern wisdom, bridging the gap between modernity and tradition.

For her, fragrance is the essential reflection, expression and extension of self.



Mythology becomes modern with organics, artisanship and minimalist formulas. As a child, Pauline has never forgotten these words: “Only after the last tree has been cut down. Only after the last river has been poisoned. Only after the last fish has been caught. Then you will find that money cannot be eaten.” That is why an ecological approach is the only way forward.



The Seven Collection is a layered fragrant journey that awakens the spirit one chakra at a time.



Beyond mere adornment.

When written on the body, each perfume has the power of taking you on a journey. To a place of healing and unleashing the vitality of the chakras for a fulfilled life.



INSPIRATION

Sanskrit is the oldest language on earth. Literature, philosophy, as well as the great sciences of astrology, astronomy and medicine, were formulated in this sacred and mystical language of the Gods. Mythology becomes modern with Pauline Rochas' perfumes.

The wisdom of ancient healing rituals is at the heart of this concept. The Seven Collection is inspired by the 7 chakras.

Chakras harness prana, which is the life force. These spinning wheels are found in the subtle body, along the spine. Between material and immaterial, biological and spiritual, they pertain to the body, mind and spirit.

Each chakra taps into needs spiralling upwards from stability and safety, to relationships and success, to love and intuition. Finally resulting in self-realisation.

The seven coloured luxurious perfumes come with a sense of discovery, joy, beauty and mystery. As you explore these perfumes on your body, secrets and innermost desires are discovered and unveiled.

HOW
OUR
UNIQUE
OLFACTIVE
NAVIGATION
SYSTEM
WORKS



This unique sensory navigation system responds to personal quests by activating the seven chakras. The 7 unisex perfumes are based on Yogic and Ayurvedic traditions. Essential oils correspond to each chakra, mapping out and awakening innermost desires and values. Each elixir is made with rare and luxurious ingredients from all around the world.

Think of your perfume as a unique message in a bottle. With its composition of top, heart and base notes, it communicates through scent. It arouses emotions resonating to the heart all the way down through the body. The most powerful memories are associated with the limbic sense of smell. Intuition, sixth sense and memories will lead you to the right fragrance – your second skin.

CHOOSE
YOUR
PERFUME
AND
OPEN
YOUR
CHAKRAS

DESIRE

PURPOSE & MEANING



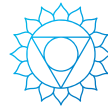
7

INTUITION & CLEAR VISION



6

COMMUNICATION & TRUTH



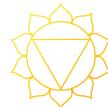
5

LOVE & COMPASSION



4

CONFIDENCE & SUCCESS



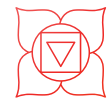
3

SENSUALITY & CREATIVITY



2

SAFETY & STABILITY



1

CHAKRA

CROWN CHAKRA

THIRD EYE CHAKRA

THROAT CHAKRA

HEART CHAKRA

SOLAR PLEXUS CHAKRA

SACRAL CHAKRA

ROOT CHAKRA

THE SEVEN DESIRES

WHAT
DO
YOU
DESIRE
MOST
AT
THIS
MOMENT?

To find my higher purpose and meaning in life.

To strengthen my intuition, be clear and follow my inner voice.

To communicate with ease, speak my truth and be heard.

To receive and give love unconditionally.

To be confident, charismatic and successful.

To be sensual, sexy and creative.

To be safe and stable and have my needs met.



1

PARFUM
PAULINE R

50ML 1.7FL.OZ.

1

LE PREMIER PARFUM
ROOT CHAKRA
SANSKRIT: MULADHARA - ROOT CHAKRA.

EFFECT

Security, survival, self-preservation and stability. Trust that you are supported.

ELEMENT

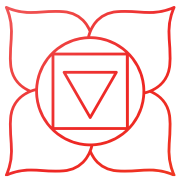
Earth. Be grounded.

COLOUR

Red.

GEMSTONE

Hematite.



*“We must plant ourselves again
in the universe.”*

DH LAWRENCE

Go back through time to the origin of your existence. Rediscover your ancestors' connection to the earth. Designed to engage the first chakra, Le Premier Parfum revitalises the physical and primordial through intoxicating notes. Patchouli symbolises fertile earth. Resembling the deep and sturdy roots of a tree, the root chakra provides a life force. It's the passionate source of sexuality. Lush, succulent and sensuous plum, a top note, settles into the heart of this fragrance. Rum then intertwines with smoky tobacco leaves, Indonesian patchouli and Peru balsam, surging earthly vibrancy through the body. Being also home to the primal sense of scent, this blend of ingredients provokes. Stand your ground. Never forget to be thankful. You alone hold the keys to your desires. Let go knowing all is safe.

Perfumer: Yann Vasnier.

Oriental.

For the “Sense and Sensibility” in you.

Ingredients: Honey, vanilla, plum, rum, tobacco, myrrh, resinoid, Indonesian patchouli leaf, Peru Balsam.





LE DEUXIEME PARFUM
SACRAL CHAKRA
SANSKRIT: SVADHISTHANA - ONE'S OWN ABODE.

EFFECT

The principle of pleasure. This is the realm of emotions, sensuality, sexuality and fantasy.

ELEMENT

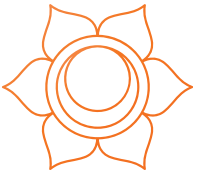
Water. Be flexible and move with the flow.

COLOUR

Orange.

GEMSTONE

Carnelian.



*“Lovers don’t finally meet somewhere;
they are in each other all along.”*

RUMI

Channel your creativity and visualise your dreamy place. Everything feels good. Le Deuxième Parfum is the olfactive accompaniment of that journey. Neither conventionally feminine nor masculine, it’s a warm and carnal scent. Made to elicit desire in the wearer and in those they encounter. An aphrodisiac. Breaking with convention, this elixir was deliberately created without top, mid or base notes. Instead, it features seven luxurious raw materials associated with the sacral chakra. It was influenced by the compelling energy located beneath the navel. Heady notes of ylang-ylang combined with precious sandalwood and resinous labdanum embody sensuality, eros and creativity. Go with the flow. Move with grace. Taste the sweetness of joy and love.

Perfumer: Patricia Choux.

Floral Woody Musk / Woody Floral Oriental.

For the Sensualist Rebel in you.

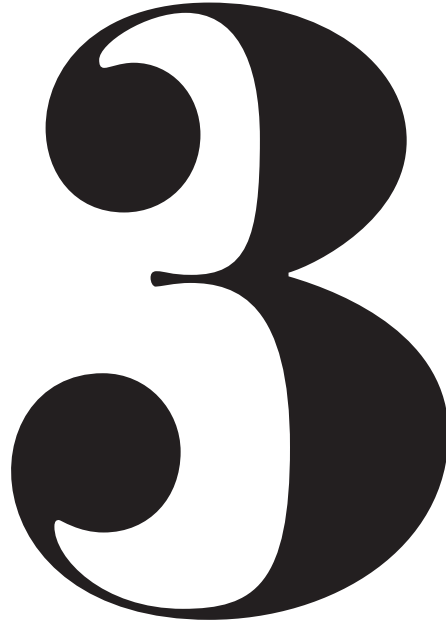
Ingredients: Ylang-ylang, sandalwood, resinous labdanum.



3

PARFUM
PAULINE R

50 ML 1.7 FL.OZ.



LE TROISIEME PARFUM
SOLAR PLEXUS
SANSKRIT: MANIPURA - CITY OF JEWELS.

EFFECT

Radiate your power in the world. Confidence, self-discipline, strength, success and the intellect.

ELEMENT

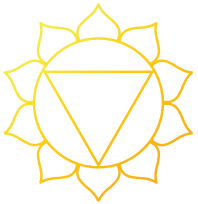
Fire. Burn bright with vitality.

COLOUR

Yellow.

GEMSTONE

Citrine.



“Be the change you want to see in the world.”

MAHATMA GANDHI

Discover the exotic and warm city of Manipura, also known as “jewel city” in Sanskrit. It contains the pearls of clarity, wisdom, and confidence essential to your being. Awaken the vital energies of the solar plexus chakra, Le Troisième Parfum illuminates you from within. Its luxurious ingredients elicit the aura of the third chakra, absorbing and assimilating energy from the sun. Vivid notes of Italian citrus, neroli flower and Egyptian jasmine weave through a base of French vetiver, Guatemalan cardamom, musk and juniper berry from Eastern Europe. Anointed by this precious scent, you are strong, confident and successful. It arouses your most empowered being. Do not be a wallflower. Be bold. Be daring. Shine.

Perfumer: Patricia Choux.

Floral citrus.

For the Go Getter/Urban Warrior in you.

Ingredients: Italian citrus, neroli flower, Egyptian jasmine, French vetiver, Guatemalan cardamom, musk, juniper berry from Eastern Europe.

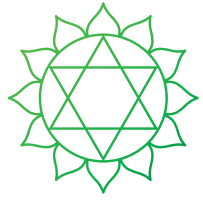


4

PARFUM
PAULINE R

50 ML 1.7 FL.OZ.

The Dove
James touch
to him—
which his mouth
and slow,
at each pause
and some knowledge at each pause
ed some new thing to know.



4

**LE QUATRIEME PARFUM
HEART CHAKRA**

SANSKRIT: ANAHATA - UNHURT, UNSTRUCK AND UNBEATEN.

EFFECT

Colours life with compassion, love, forgiveness and beauty. Love yourself and others.

ELEMENT

Air. Open your heart and make space.

COLOURS

Green and pink.

GEMSTONE

Rose Quartz.

“For small beings such as we, the vastness is only bearable through love.”

CARL SAGAN

Boom. That's the rhythm of your heart. You have come home. A fragrant flower blooms in the radiance of the fourth chakra. Delicate yet mysterious, Le Quatrième Parfum is a sensory articulation of love. Imagine a lover's hand that gently brushes your skin. With a flirtatious air, the scent awakens both the intangible and the physical in a romantic embrace. A gentle floral fruity balance of essential oils – Peru balsam, Calabrian bergamot, Tunisian orange flower absolute and Madagascar ylang-ylang portray a blissful love. When engaged, Anahata – Sanskrit for “unhurt, unstruck, unbeaten” opens the body and soul to true love. A harmony of passion, devotion and sensuality. Follow the beating of your heart. Love and be loved.

Perfumer: Patricia Choux.

Floral Fruity.

For the Romantic in you.

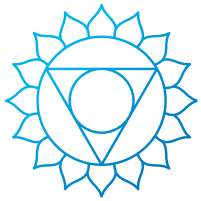
Ingredients: Peru balsam, Calabrian bergamot, Tunisian orange flower absolute, Madagascar ylang-ylang.



5

PARFUM
PAULINE R

50ML 1.7 FL.OZ.



LE CINQUIEME PARFUM
VOICE CHAKRA
SANSKRIT: VISHUDDA - PURE.

EFFECT

One's self expression. Communication. Realising one's higher vocation. Projecting authentic creativity timeously into the world.

ELEMENT

Ether. Upper pure bright air for an uncluttered mind.

COLOUR

Pale blue.

GEMSTONE

Blue Sodalite.

“The human voice is the organ of the soul.”

HENRY WADSWORTH LONGFELLOW

Stand in a large open space. Hear your divine inner voice resonate in the ether. Nature will communicate and reciprocate through the rustling of leaves and moving of clouds. Le Cinquième Parfum is orchestrated to arouse the mellifluous throat chakra. The perfume varies from the dramatically potent to a seductive whisper. Fresh top notes burst with mint, basil and sun-warmed Italian bergamot. Strong aromatic woods, warm amber and velvety musk blend. The evening is said to sing in the voice of golden amber. Speak your truth and gratitude. Paint with your voice what the eyes don't see. The one thing you have that is unique is you. Your voice your mind your vision. Silence will not save you.

Perfumer: Yann Vasnier.

Woody Aromatic.

For the Divine in you.

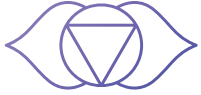
Ingredients: Mint, basil, sage, musk, Somalian incense, amber, Italian bergamot.



6

PARFUM
PAULINE R

50 ML 1.7 FL.OZ.



LE SIXIEME PARFUM
THIRD EYE
SANSKRIT: AJNA - GURU CHAKRA.

EFFECT

“The sixth sense”. Perception. Vision. Intuition.

ELEMENT

Light. Illumination.

COLOUR

Indigo blue.

GEMSTONE

Lapis Lazuli.

*“It’s the difference between vision
and a vision.”*

MARGARET ATTWOOD

Close your eyelids and venture into the unknown. Discover the world of the third eye. Le Sixième Parfum combines bright vibrancy with lush warmth. Pink pepper, with its sharp spicy air, and a touch of deep violet is one of the top notes. It allows the subsequent layers to shine and offsets the floral accord. Iris, based at the heart, is said to open the soul. Mystical, elegant and meditative. Crystalline clarity is achieved. The multi-sensory transformation is complete with the suede and creamy velvet-like base notes. Stay in the dark or let the light in. Open the doorway of vision and intuition. Be a visionary with eyes of love.

Perfumer: Luca Maffei.

Floral Woody Musk.

For the Visionary in you.

Ingredients: Bergamot, lemon, pink pepper, iris, osmanthus, jasmine, suede, patchouli, ambroxan, cedar, labdanum, musk.



7

PARFUM
PAULINE R

50ML 1.7FL.OZ.



**LE SEPTIEME PARFUM
CROWN CHAKRA**

SANSKRIT: SAHASRARA - THE THOUSAND PETALLED LOTUS

EFFECT

Higher state of consciousness. Be in touch with the universe. Realisation. Ecstasy. Bliss. Not bound to space and time. The opposite of the first chakra.

ELEMENT

Thought. Be conscious and transcend limited thinking.

COLOUR

Violet.

GEMSTONE

Amethyst.

“You were never born; you will never die.”

BHAGAVAD GITA

Take a trip on an introspective journey. Designed like the thousand petal lotus of the 7th crown chakra, this woody chypre unfolds delicately. Elevating, fresh and tangy notes merge soulfully with heady jasmine, spiced frankincense and smoky oud. Incense has always been used for its evocative power in rituals to purify the soul, free the mind and lift the spirit to a higher state of being. Jasmine is seen as the flower of the gods. The metamorphosis continues with the contrasts of its earthy and woody notes of white patchouli, vetiver root and vintage sandalwood. All cocooned in the raw sensuality of cashmere woods. Manifest the divine. Wear that crown and transcend. Be wise. Connect to every spirit as part of the universe.

Perfumer: Luca Maffei.

Woody Chypre.

For the King and Queen in you.

Ingredients: Juniper berries, bergamot, frankincense, jasmine, oud, patchouli, vetiver, sandalwood, cashmere woods (cedarwood amber, musk vanilla).

DESIGNED
AND
COMPOSED
BY
PAULINE
ROCHAS

IN COLLABORATION WITH
THREE MASTER PERFUMERS



PATRICIA CHOUX

PARFUM

2 3 4

CREATIONS FOR
CARVEN
JO MALONE
MARC JACOBS



YANN VASNIER

PARFUM

1 5

CREATIONS FOR
TOM FORD
LE LABO
COMME DES GARÇONS



LUCA MAFFEI

PARFUM

6 7

CREATIONS FOR
JACQUES FATH
JUL & MAD
LABORATORIO OLFATTIVO

LOVED
BY
THE
PRESS

W MAGAZINE

VOGUE

HARPER'S BAZAAR

VANITY FAIR

L'OFFICIEL

ELLE

WWD

INTERVIEW

ALLURE

IN STYLE

HOW TO SPEND IT (FINANCIAL TIMES)

THE NEW YORK TIMES STYLE MAGAZINE

BLOOMBERG BUSINESSWEEK

REFINERY29

DEPARTURES

LOS ANGELES MAGAZINE

FALSTAFF

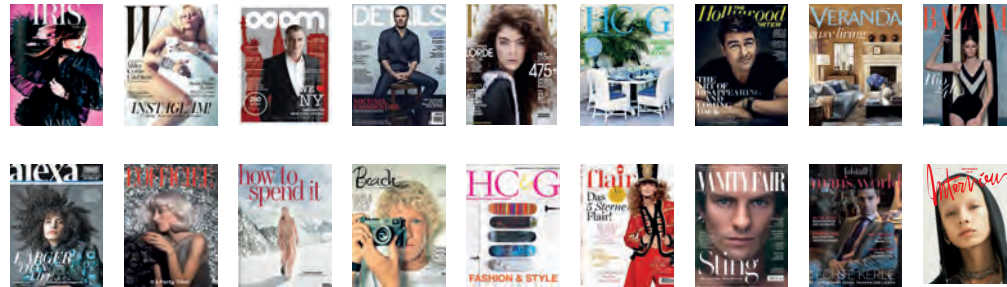
DIE PRESSE

OOOM

KRONEN ZEITUNG

FLAIR

And many more





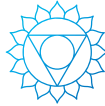
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ON NAKED SKIN *OUR ESSENCE REVEALED*

THE SEVEN COLLECTION



PICK A CHAKRA CARD. LET YOUR PERFUME CHOOSE YOU.



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