

# V.I.P – Vivre un instant parfumé



## CRAFT/PROFESSION

Marion HABAULT is New Caledonia's first perfume designer. She oversees every stage of the perfumes she creates, right up to packaging, marketing and sales. Marion is passionate about niche perfumes, which stand out from other fragrances because of their quality (precious raw materials) and exquisite, luxe packaging (crystal glass bottles).



She is New Caledonia's only “nose”, composing and orchestrating unique, personalised fragrances which she creates in close collaboration with her customers to reflect an emotion, an idea or an image, and to suit different skin types... It takes her three and a half months of work to compose a perfume. She also creates fragrances for professionals, work known as scent marketing. Marion composes accords which reflect the image of a company, interpret the style of a brand and give it an olfactory identity.



## BACKGROUND

Since she was a child, Marion has been fascinated by the “mysterious and intriguing” world of perfume, and excelled in her studies at a famous perfumery school in Grasse. After graduating, she continued learning from master perfumers. Then, following years of experience with a great perfumer, she decided to return to New



Caledonia and found her own perfume brand. Marion set up “V.I.P Vivre un Instant Parfumé” in 2009 and opened her shop in 2012.

## INSPIRATION AND ART/DESIGNS

Her range of fragrances comprises eaux de toilette, eaux de parfum, perfumed hair mists, fragrance diffusers, home fragrances... Her 15 sophisticated creations include “Terre de Nickel”, a perfume with crisp, green head notes evoking the colour of garnierite and floral heart notes transitioning into an amber accord hinting at the vibrant red of mineral rich mining soil. A perfume dedicated to New Caledonia’s mining heritage. Just one example of Marion’s unusual and delightful compositions.

Marion draws her inspiration from her childhood in New Caledonia, the natural world, the dry forest, flowers, sea spray, rare and precious woods like sandalwood and the musky, woody notes of gäiac.

“The perfumes I create often evoke a specific moment or a key place in New Caledonia. I start from an idea, a sensation, a moment I have experienced, a colour, a shape, a material, and then I recreate and interpret everything in terms of scent until I get as close as possible to what inspired me” says Marion.