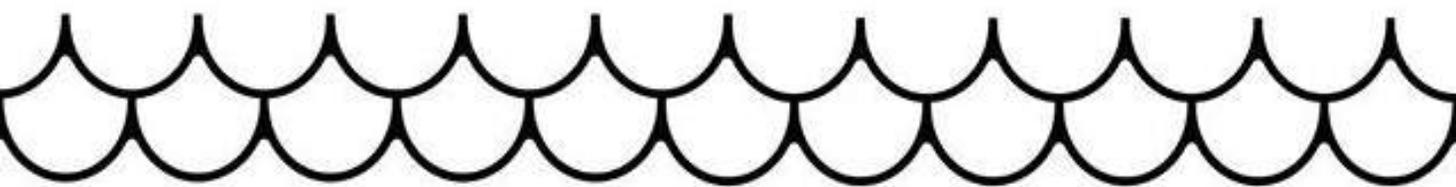
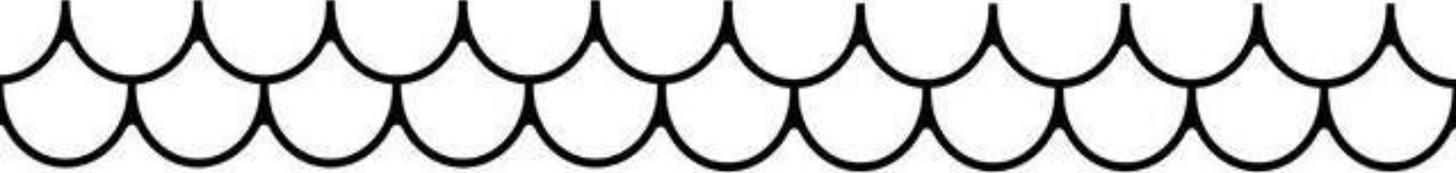




MAISON REBATCHI

Paris





NICHE PERFUMERY



1. THE FOUNDER



Mohamed Rebatchi is 27 years old and filled with youthful passion.

After entering the perfume sector by chance at the age of 22, he developed a passion for scents and raw materials. His boundless curiosity pushed him to seize every opportunity to meet parfumeurs and learn as much as he can from them.

At 25, he began to come up with ideas for his first line of perfumes, in collaboration with his then-employer.

But Mohamed Rebatchi is young and bold.

His dream did not stop there.

At just 27, he stood defiant in the face of nay-sayers who believed it would be mad to launch his own collection in an already saturated market.

He did not hesitate to call upon some of the largest French parfumeurs to offer creations that reflect his passion, and make a grand entrance into the world of perfumery.

What drives him? Not ambition, but above all the pleasure, passion, and desire to create something beautiful.

BRAND HISTORY

2. COLLABORATIONS



Bertrand Duchaufour, strong personality, creative and original, was also set on passing on his knowledge to Mohamed. Their long discussions on accords and raw materials gave rise to a creation based on patchouli, one of BD's favourite raw materials.

Mohamed Rebatchi was drawn to **Karine Chevallier** due to her transparency, her direct approach, and the precision of her creations. A collaboration that allowed them to turn Mohamed's childhood memories into a fragrance.

Randa Hammami is one of the key figures of this adventure. In addition to her creativity and expertise, she guided Mohamed through his learning and introduced him to other perfumiers she believed would be interested in the project.



Karine Dubreuil and Mohamed Rebatchi wanted to build a very personal collaboration based on their shared Mediterranean origins (Algeria for MR, Provence for KD), which inspired their work based on jasmine.

Maurice Roucel, one of the key figures in contemporary perfumery, is also one of Randa's mentors. It's therefore a family affair, which helped guide Mohamed through a creation based on white flowers, his preferred scents.

BRAND HISTORY

2. LES COLLABORATIONS

Mohamed Rebatchi is driven by the pleasure of discussion, curiosity, and the desire to share.

For his creations, he wanted to surround himself with talented parfumeurs, but above all, ensure that each collaboration was a true meeting.

The meeting of
2 sensitivities that enhance one another in the creative process
2 generations that allow him to continue his training
2 personalities who take pleasure in discussion and sharing

For this, he chose parfumeurs renowned for their creativity, the quality of their creation, their precision in the choice of raw materials, but also their desire to pass on knowledge and personally guide him on this adventure.

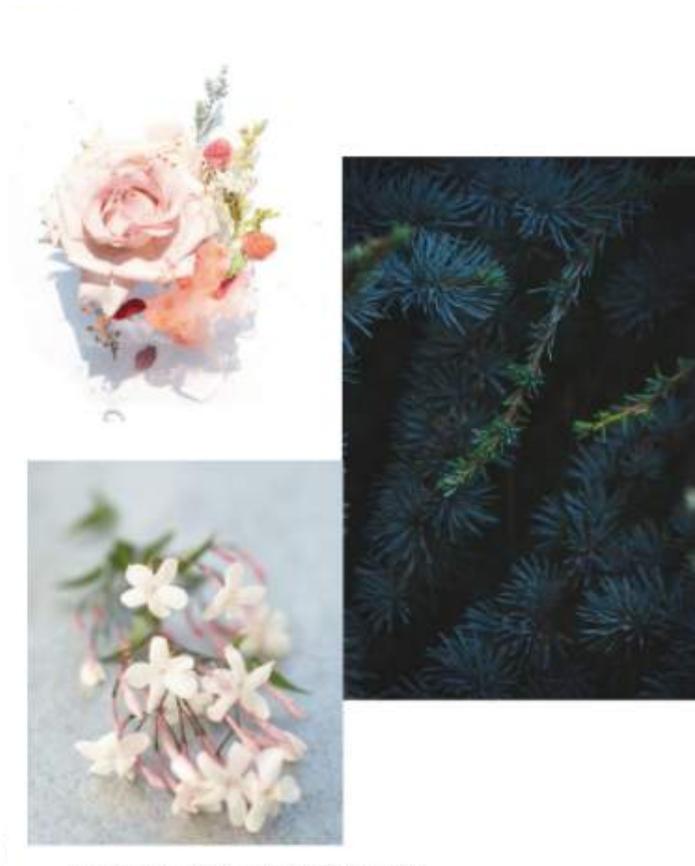
BRAND HISTORY

3. RAW MATERIALS

While many perfumiers or brands draw inspiration from scent-based or emotional memories to guide their creations, those of Mohamed Rebatchi are primarily inspired by his love of the raw materials.

He therefore chose to focus on his favourite raw materials, with perfumiers known for their sensitivity to these specific scents. As well as for their precision and expertise in the selection of essences.

This gave rise to collaborations based on Rose with Randa Hammami, Osmanthus with Maurice Roucel, Patchouli with Bertrand Duchaufour, woody aromas with Karine Chevallier and jasmine with Karine Dubreuil.



CONCEPT

Founded by Mohamed Rebatchi, a young entrepreneur passionate about perfumery, the Maison Rebatchi offers fragrances created in collaboration with some of the greatest French parfumeurs.

Stemming from unique meetings and guided by the pleasure to create and share, the ingredients take centre stage in this collection. There are endless ways to combine its range of elixirs and eaux de parfum, giving free rein to experience, personalisation, and sensoriality.

Beautiful perfumes, which lead you to discover another independent, fun, friendly, and accessible facet of perfumery.



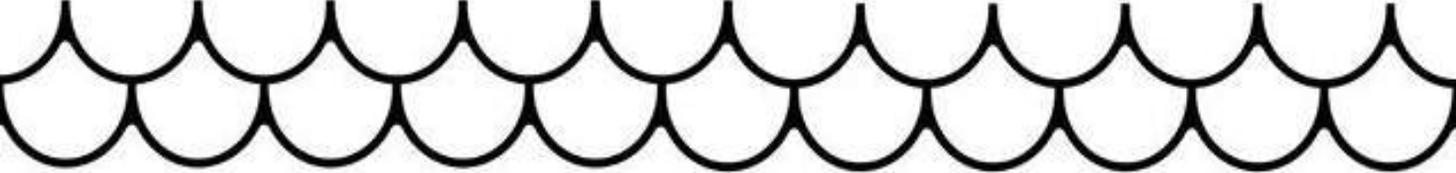
Following the example of its founder, Mohamed Rebatchi, the Maison Rebatchi wishes to offer a simplified vision of niche perfumery.

- Beautiful creations, without compromising on quality, but a simple, direct approach, accessible to everyone.
- Rich meetings, where sharing, desire, and pleasure are the key words.
- An attractive world, which seduces and incites the consumer to meet and discover.

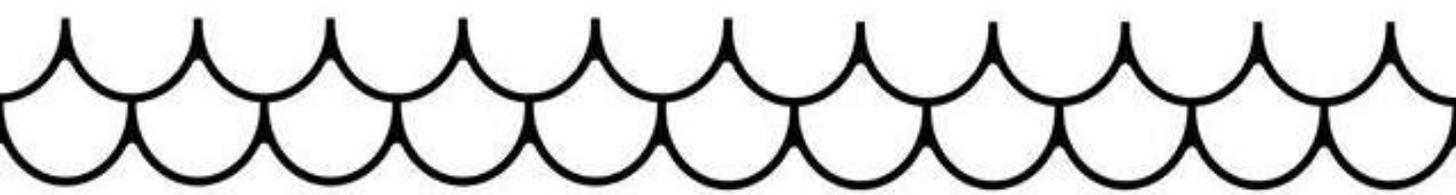
Its mission?

Offer a perfume experience full of discovery, pleasure, and sharing.





PRODUCTS BOOKLET



1. ROSE REBATCHI



Randa Hammami

In the image of the brand, somewhere between East and West, Rebatchi Rose finds its inspiration in the Middle East.

The essence of the Damascan rose, and the absolute of Turkish rose in a frame of powery iris and white muscs are delicately mixed with velvety peach notes, the crunch of apple, amid sparks of pink baies, and a rare and famous saffron known as “red gold”. White musc notes arrive slowly and blend with a background of warm and hot – sandalwood, amber gris – vibrant with cedar.

1. ROSE REBATCHI



Top note

rose berries, saffron, raspberries, peach, apple

Middle note

*rose essence Damascena, Turkish rose
absolute, iris butter*

Base note

white musk, sandalwood, ambergris, leather

2. JOYEUX OSMANTHE



Maurice Roucel

The original idea was to create a modern and languid tuberose by mixing it with other floral notes. Thus, a creamy bouquet of osmanthus and honey suckle, green notes, nestled in a textured cedar background.

2. JOYEUX OSMANTHE



Top note

nectarine, apricot, neroli, cinnamon, green leaves

Middle note

*osmanthus, tuberose, orange blossom,
honeysuckle, jasmine, rose, iris*

Base note

musk, cashmeran, ambroxide, cedar

3. FEU PATCHOULI



Bertrand Duchaufour

Powerful woods muted with hints of cypress are dominated by patchouli. A magnificent and spicy symphony of cloves, cinnamon, black pepper and baie, explode like a sounding brass ensemble. The rich, dense and intense perfume is as mysterious as it is intoxicating.

3. FEU PATCHOULI



Top note

*sweet orange from brazil, citron, bergamot, rose berries,
black pepper, cassis absolute, aldehydes*

Middle note

clove, cinnamon, rose carnation, davana

Base note

*famous patchouli heart, absolute myrrh, incense,
labdanum absolute, vanilla, musk, driftwood, caramel,
oakmoss*

4. BOIS D'ENFANTS



Karine Chevallier

The woods of childhood is a floral, woody, musky eau de parfum wandering through the forest near the town of Saint Hilaire in the Vendée region of France where Mr. Rebatchi spent summers in his childhood.

In the shadow of the forest, fresh, salty and spicy, mingle the essence of pink baies, heightened by a touch of rose essence and mixing with dark rose de mai absolu.

A sudden breeze in the clearing brings the smell of freesias in song with bergamote. Iris notes surge towards the towering maritime pines, waving in the wind, full of sun-warmed sap and play in harmony with the fragrance of incense and balsam fir trees.

It's time to gather blackberries with the fresh hunger of childhood.

4. BOIS D'ENFANTS



Top note

bergamot, rose berries, rose essence

Middle note

May rose absolute freesia, iris, incense, cedar, pine

Base note

sandal, fir balsam, blackberry, vanilla, musk

Our Prices in stores

Perfumes

50ml : **98€**

100ml : **150€**

Elixirs

12ml : **100€**

THANK YOU



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