



OBVIOUS

PARFUMS

luxury & nature
need reconciliation...

this is obvious!

THE FOUNDER

David Frossard

After completing his studies in philosophy, David started out in the family business which sold perfumes and cosmetics in Africa. Keen to strike out on his own, he joined L'Artisan Parfumeur where he was appointed Head of Exports. In 2005, the young entrepreneur founded Différentes Latitudes, a company specialising in supporting 'indie' perfume brands. He successfully launched the leading brands in this sector: BYREDO, Juliette Has A Gun, Atelier Cologne, Memo, BDK Parfums, Liquides Imaginaires, Parfums Frapin, Ella K, etc.

In 2013, he created the 'Liquides Perfume Bar' and, in autumn 2020, he finally took the step to create his OWN brand, a brand that epitomises his principles and deeply held convictions: OBVIOUS.





THE VISION

Obvious is a new luxury perfume brand that combines simplicity with elegance, and elegance with respect. While Obvious is completely motivated by transparency, recyclability and accountability, make no mistake, the brand epitomises luxury, savoir-faire, generosity, and beautiful complementary creations that are simple yet eminently complex. When it comes to concentrates, Obvious favours natural ingredients but does not shun synthetic ones. We have chosen to use organic dilution alcohol, recyclable bottles made from recycled glass, cork caps with no plastic inserts, and boxes made from recycled paper and natural dyes.

—

Nothing more.

THE RAISON D'ÊTRE

In a word, 'obvious' sums up Obvious' entire approach. This is what the brand is all about: an obvious name, obvious simplicity, obvious style, and perfumes that obviously say what they are without resorting to false complexity: Une Rose, Un Poivre, Une Vanille, etc.

Obvious is an obvious expression of this real desire for olfactory elegance and a new concept of luxury that inspires many of us i.e. a luxury that reflects the very essence of what it offers, and which is made in accordance with French good manufacturing practices.

—
Less is more... This is obvious!



THE VALUES

ELEGANCE

Elegant sophisticated perfumes with great staying power.

SIMPLICITY

'Less is more' goes the saying. We believe that the success of a perfume also lies in a short balanced formula. Just like in the kitchen, it's not a question of adding more ingredients but knowing how much to add of each one. Obvious creates short, understandable and obvious formulas.

LUXURY

Over time, the concept of luxury changes to mirror changing attitudes. Today's luxury reflects these changes. Obvious' journey towards eco-responsible design was strewn with obstacles at every step but the satisfaction of seeing the results is a major victory.

COOL

An apt motto for David Frossard and his teams who have been able to step back from the image of perfume as an art form or ornament. First and foremost, perfumes should be simple, high-quality, original and cool.

RESPECT

What is a fair price? It's also a question of time. Obvious is priced to be fair to our suppliers and to encourage them to adopt more eco-responsible practices.

INDEPENDENCE

The independence of a brand is a rare and obvious luxury in itself.



7 GREEN & CLEAN

FRAGRANCES





UN BOIS

FRESH
WOODY

A modern dry wildness with cedar notes.

TOP NOTES

—

Italian Bergamot

Asian Black Pepper Essence

HEART NOTES

—

Ambroxan (Sage Isolate)

Virginia Cedar Wood Essence

BASE NOTES

—

Indian Papyrus Wood

Malaysian Gurjum Balm Essence

Haitian Vetiver Essence

UN MUSC

MUSKY
FLORAL

A feeling of tenderly caressed skin.

TOP NOTES

–

Italian Bergamot Essence
Madagascar Ginger Essence

HEART NOTES

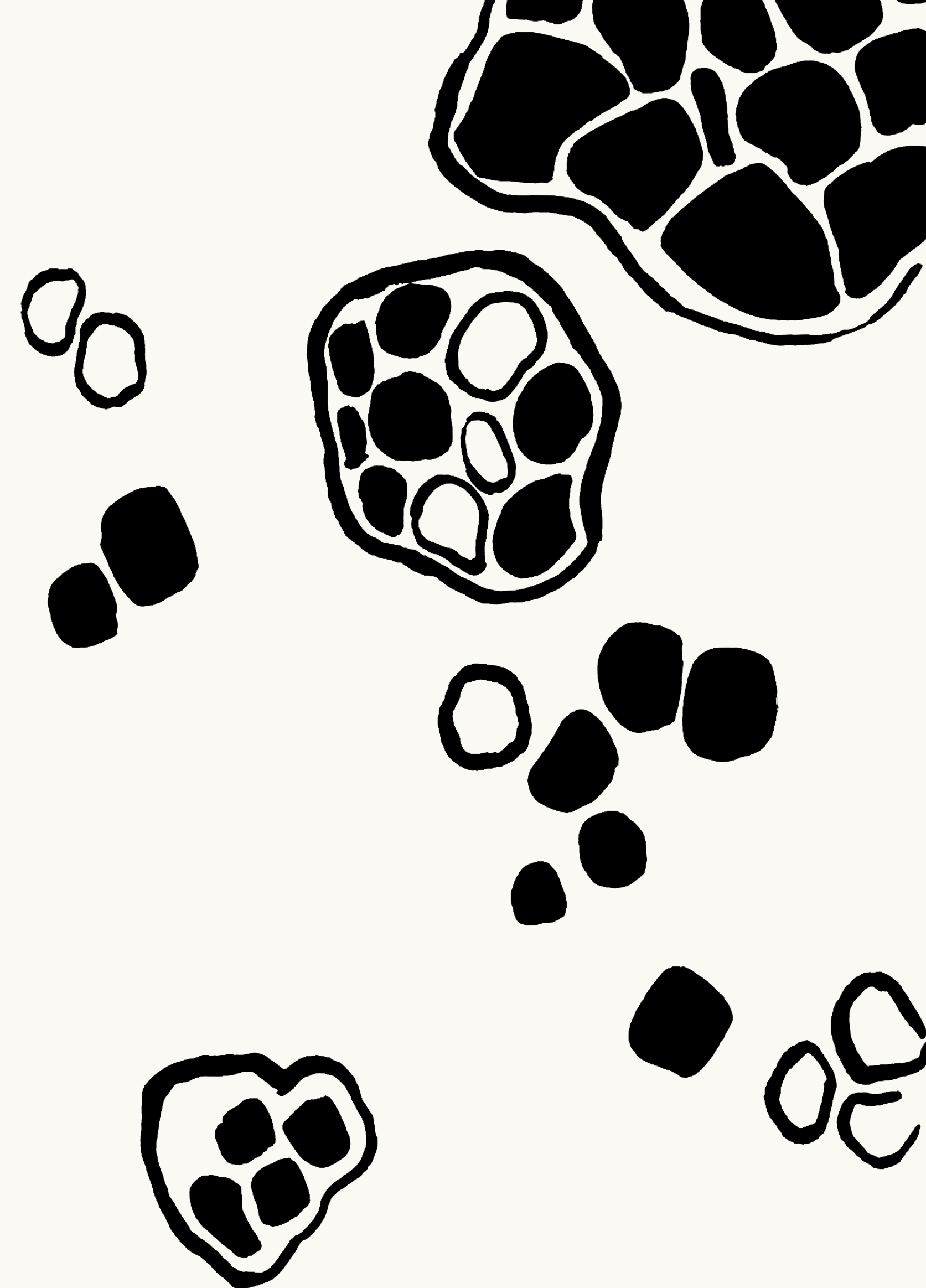
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Indian Amyris Essence
Haitian Vetiver Essence
Iranian Galbanum Essence

BASE NOTES

–

Globalide
Helvetolide
Ambrettolide
Muscenone (Clean Macrocyclic Musks)





UNE VANILLE

MUSKY
AMBER

The forbidden fruit of an exotic
Orchid.

TOP NOTES

—

Tonka Bean Absolute from Venezuela

HEART NOTES

—

Black Vanilla Absolute from Madagascar

BASE NOTES

—

Globalide

Muscenone (Clean Macrocyclic Musks)

UNE ROSE

SPICY
FLORAL

A beautifully aromatic Rose.

TOP NOTES

–

Italian Bergamot Essence

Florida Grapefruit Essence

Mexican Yellow Tangerine Essence

HEART NOTES

–

Rose Bulgare Alcoolat

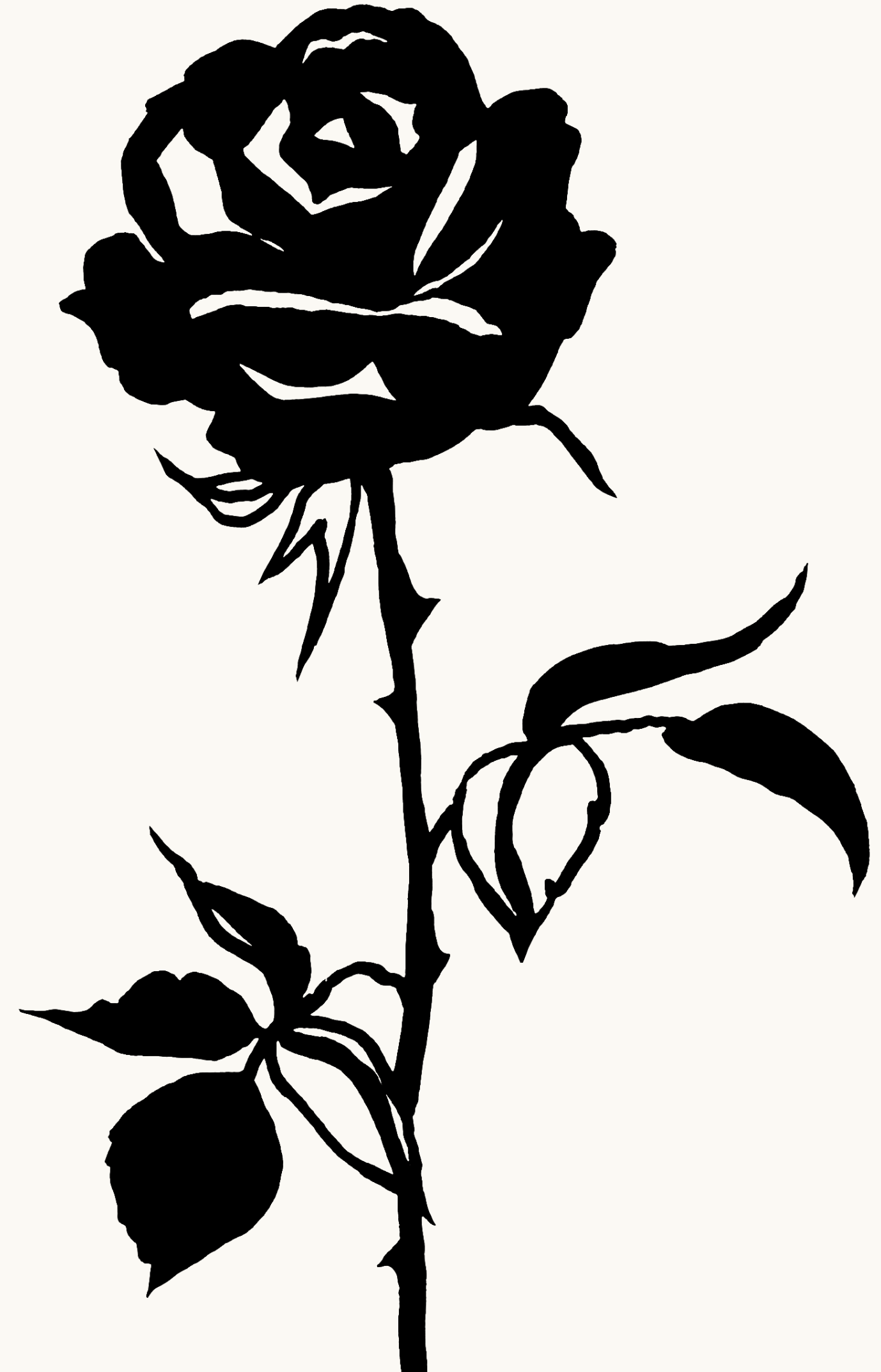
Egyptian Geranium Essence

BASE NOTES

–

Indian Pink Pepper Extrait

Indian Cardamom Essence



UNE FLEUR D'ORANGER

FRESH
FLORAL

A scent of innocence and sensuality.

TOP NOTES

—

Mandora Essence of Cyprus

Italian Bergamot Essence

Orange Bigarade Essence from Spain

Sweet Orange Essence from Spain

HEART NOTES

—

Petit Grain Essence from Paraguay

Petit Grain Lemon Tree Essence

Tunisian Neroli Essence

BASE NOTES

—

Madagascar Ginger Essence

Orange Blossom Absolute of Tunisia



UN PATCHOULI

WOODY
AMBER

Seductive balm.

TOP NOTES

—

Tonka Bean Absolute from Venezuela

HEART NOTES

—

Pure Patchouli Essence from Indonesia

Virginia Cedar Wood Essence

Australian Sandalwood Essence

BASE NOTES

—

Tolu Balm of Peru

Moroccan Cade Wood Essence





UN POIVRE

SPICY
WOOD

Beguiling chic.

TOP NOTES

—

Indian Black Pepper Essence
Indian Pink Pepper Extract
French Carvi Essence

HEART NOTES

—

Egyptian Violet Leaf Absolute
Madagascar Ginger Essence
Ceylon Cinnamon Essence

BASE NOTES

—

Indian Amyris Essence
Haitian Vetiver Essence

1 CAP MADE FROM WASTE CORK

Made from wine-cork production off-cuts. Single-material cap with no plastic insert.

2 BOX

Cellophane free. Made from FSC-certified paper (natural paper made from cotton, recycled fibers and pure cellulose).

3 SEALING TAB

Made from FSC-certified paper (natural paper made from cotton, recycled fibers and pure cellulose).

4 SCREW PUMP ATOMISER

The various bottle components can be easily separated for recycling purposes, and the bottle can be refilled.

5 FRAGRANCE

Organic wheat alcohol, natural and clean synthetic raw materials.

6 GLASS

100% recyclable. Partially made from recycled glass. Ultra-lightweight to minimise its environmental impact.

7 PRINTING

VOC-free resin (no volatile organic compounds).



Eau de Parfum 100ml

RRP £95

– Supply chain of excellence. 100% European.

– 100% Made in France

– Perfumers:
Amélie Bourgeois,
Anne-Sophie Behaghel,
FLAIR PARIS

