

REPLICA

Maison Margiela
PARIS

For immediate release

Maison Margiela Unveils First Fragrance Store in Macau at The Venetian Macao *A Sensorial Experience of Art, Memory, and Timelessness*



Maison Margiela Fragrances Venetian Store

@maisonmargielafragrances

#MaisonMargielaFragrancesMO #SmellsLikeMemories #ReplicaMO #LazySundayMorning #venetianmacau

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(Hong Kong – 25th May 2023) Immerse yourself in a world of artful olfactory exploration at Maison Margiela's first-ever fragrance store in Macau, dedicated to its iconic 'REPLICA' collection. Drawing inspiration from the brand's rich history, the store encapsulates the essence of Maison Margiela's artistic vision that first came to life in 1994, when the fashion house pioneered the 'REPLICA' line, a masterful collection of clothing and accessories meticulously reproduced from cherished items discovered across the globe. Each piece, marked with a label denoting its origin, era, and stylistic context, was chosen for its universality and enduring appeal. Building upon this foundation of deconstruction, reinvention, and redefinition, Maison Margiela expanded the 'REPLICA' concept in 2012 to include a mesmerizing array of fragrances.

These evocative scents transport the wearer through time and space, awakening memories that resonate with our shared human experiences and personal histories. As you step into Maison Margiela Fragrances' new Venetian Macau store, prepare to embark on a sensory journey that transcends the boundaries of traditional fragrance, and embraces the artistry of the 'REPLICA' collection.

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Maison Margiela Fragrances Venetian Store

A Symphony of Sensory Allure: Maison Margiela's Fragrance Store at The Venetian Macao

Step into Maison Margiela Fragrances' first Macau store at The Venetian Macao, a captivating sanctuary that exudes the brand's effortlessly chic and iconic pared-back aesthetics. The interior is a testament to Maison Margiela's innovative spirit, showcasing a delicate cream base palette juxtaposed with artful monochromatic layers in a diverse array of shades and textures, from sandy-hued travertine to sculptural ivory textiles. As fragrances permeate the air, the store immerses you in an avant-garde, multi-sensory experience that defies convention. At the epicenter of this cutting-edge space, the 'REPLICA' fragrances command attention, encircled by meticulously curated home-scenting, bath and body care collections on the side wall that invite clients to delve into Maison Margiela's edgy world of sensory exploration. To further enhance the experience, a personalization area showcases a vintage labelling machine, allowing you to add a bespoke touch to the unforgettable journey within Maison Margiela Fragrances' pioneering Macau store, creating a truly immersive experience for every visitor.

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From left to right: Lazy Sunday Morning Diffuser; Lazy Sunday Morning Candle; Lazy Sunday Morning Eau de Toilette

Embrace the serene, sunlit and Lazy Sunday Morning

Lazy Sunday Morning from REPLICA embraces evokes the soft sensation of freshly washed linen sheets that transports you to the comfort of leisurely Sunday mornings in bed. The fragrance opens with a floral musky note, reminiscent of the first sunray gently warming your skin, and the delicate aroma of lily of the valley, evoking a serene white dreamland, perhaps in Florence, Italy. The subtle sweetness of pears, white roses, and refreshing citrus add to the olfactory experience, awakening your senses as you linger in the soft embrace of freshly washed cotton sheets. The fragrance also features comforting notes of iris and ambrette seeds, which embody the warming sunlight. Lazy Sunday Morning Eau de Toilette encapsulates the essence of a serene, sunlit morning, enveloping you in a soft, soothing embrace that warms your skin and calms your soul. The enchanting window display at Macau store, featuring multiple layers of white pillows, and a sidewall adorned with pillows as a backdrop for the product showcase, perfectly complements the comforting and serene aura of the Lazy Sunday Morning fragrance, inviting visitors to immerse themselves in this sensorial journey.



From left to right: On A Date Eau de Toilette; On A Date Candle

Discover the Enchantment of “On A Date” Fragrance

Discover the enchanting “On A Date” fragrance from the REPLICA collection. This captivating scent, a creative collaboration between master perfumer Carlos Benaim and master sommelier Manuel Peyronnet, is inspired by a romantic date in the vineyards of Provence. “On A Date” features Damascena Rose Petal essence and Bergamot essence to evoke the sweet feelings of a successful date, while Blackcurrant Liquor Accord and Patchouli essence add a sensual, magnetic woody signature reminiscent of the Provence vineyards at nightfall. Immerse yourself in this sensorial journey and experience the unique aromas and romantic atmosphere of this alluring fragrance, now available at our newly opened Macau store.

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Maison Margiela Fragrances Venetian Store Customization Area

Fragrance Personalization – Walk into the memory factory with Maison Margiela Fragrances

Experience the ultimate personalization at Maison Margiela Fragrances Store at The Venetian Macao, where you can create a truly unique keepsake with your purchase of a 100ml fragrance. Select a picture to adorn your perfume bag and customize the fragrance label with your choice of words – a place, a year, a name, a phrase, or special characters – to express your heartfelt sentiments. Join us for our exclusive label customization service while exploring our range of exquisite scents.

Don't miss our Venetian Macao store opening surprise during the first month, where you can receive an extra 1.2ml mini perfume and a 15ml body lotion with purchase above MOP\$ 200.

*Premium gifts are available on a first-come, first-served basis while supplies last. Please contact our staff for details.

Maison Margiela Fragrances Store at The Venetian Macao

Address: Shop 941D, Level 3, Shoppes at Venetian

The Venetian Macao-Resort-Hotel - Estrada da Baía de N. Senhora da Esperança, s/n, Taipa, Macao SAR

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Opening Hours: Monday – Sunday (10am - 10pm)

About Maison Margiela

Maison Margiela is a French fashion House, founded in Paris in 1988 by Belgian designer Martin Margiela. Both masculine and feminine, oftentimes fusing the two genders, the House takes a cerebral approach to deconstructing, reinventing and redefining men's and womenswear silhouettes. Since 2012, Maison Margiela has held the official 'Haute Couture' appellation from the Fédération Française de la Couture for its collection entitled 'Artisanal'. In 2014, British couturier John Galliano was appointed as the House's Creative Director. Margiela's uncompromising approach to its iconoclast heritage is cast through Galliano's poetic vision of Haute Couture, marrying conceptualism with artistry, mystery with modern elegance.

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