



*Oh!*

THE ORIGIN

TOUS

The new fragrance for the new lady

TOUS

*“TOUS always transmits emotions to us. With each of its creations the brand seeks to amaze us with details and in this case seduce us with a new fragrance.”*

*Rosa Tous*

**A feeling: Surprise.**

**Its expression: Oh!**

**On the skin: a gentle blush.**

**The start of something exciting.**

**Oh! The Origin** is the feminine half of its masculine homonym. Its goal? Rosa Tous explains: *“With these fragrances we wanted to offer something to the men and women who value everything classic, but who have the personality to adapt this to our time, to turn it around, adding a personal touch, and update it.”*

Some examples? Men who wear traditional loafers, but in yellow; they reclaim the bow tie but wear it with an outdoor shirt or sports jacket, and hang out in classic-style modern barbershops.

Women who match their grandmothers’ embroidered tablecloths with designer cutlery; they handwrite elegant invitations to informal brunches at home, and customise family pearls with a fun brooch.

It’s the new classicism, the new dandy, the new lady. A return to the traditional, but with a highly crafted touch.



## *The inspiration*

Every design always stems from earlier inspiration. Sometimes it's a loved or admired person. Sometimes, a place. And often, it's a feeling or desire that sparks the creative activity and leads to the need to define it, make it tangible, to pass this emotion on to others. Oh! The Origin draws inspiration from a feeling of seduction.

*“We give great importance to perfume because we know it's the perfect ally to complete a look or pass on an invisible message. It's a way of showing emotions, feelings, how we are, how we feel or how we want to feel.*

*We wanted to create a fragrance that would convey emotions. Like jewellery, fragrances evoke memories and vivid moments worth remembering.*

*This fragrance confirms the TOUS ability to surprise and seduce.”*

*Rosa Tous*



## The name

# Oh!

## THE ORIGIN

The importance of a name cannot be ignored.

It's the first sign of identity. It identifies, grants personality. In the case of Oh! The Origin, the name gives us two keys. The first part, Oh!, speaks of something as feminine and as soft as an emotion. The exclamation that bursts out upon discovering something surprising. The second, The Origin, we might say is the 'surname' of the fragrance, and as such, the family hallmark.

*"The Origin pays homage to our beginnings in the world of jewellery, to our jeweller's heritage, our identity. Starting from a small jeweller's, we succeeded, with passion, persistence and dedication, in creating a brand that is present on five continents.*

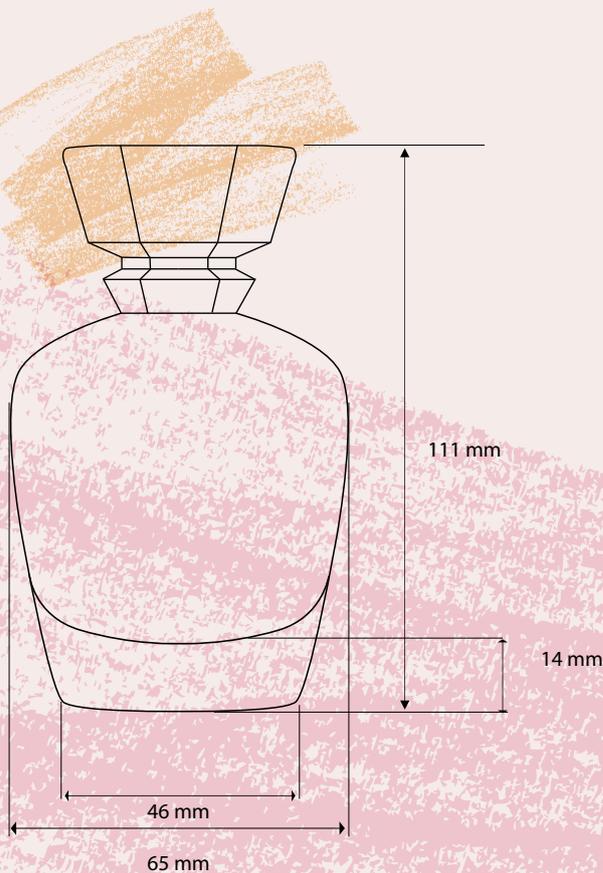
*The Origin refers to that stage that laid the foundations for what TOUS is today, and ourselves as a family. It represents a tribute to the past, but with eyes set on a future filled with projects and new challenges."*

*Rosa Tous*

## The design

*“This is a fragrance with a very strong character, which has been created with great care, making sure to maximise all of its details, in the same way as we create our jewellery”.*

*Rosa Tous*



The bottle is made from elegant and high-quality glass, which makes the fragrance a luxurious addition to the dressing table. Its size, with smooth and rounded curves, gives it a feminine and sensual touch.

The rose gold metallic lid is especially eye-catching and makes it stand out, as a trademark of the brand, bearing the emblem of the TOUS fragrance house.

Just like a piece of jewellery, the glass bottle comes in a matte box with a suggestive blush tone which has been created by adding a pink pigment to a nude base, which evokes the blush colour produced by the redness of the skin. It has a similar texture to that of linen paper, which gives it a hand-crafted touch and which is accentuated with a printed name, which seems to be engraved by hand, and once again reminds us of a jeweller's since it has been created in a very popular tone; rose gold.

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*The fragrance*



*Olfactory family: MUSKY FLORAL*

*With notes of: Pink pepper*

*At the heart of the fragrance: Iris and Rose*

*Essence: Musk, Vanilla, Tonka beans and Ambrox*

**TOUS**

Sophisticated-vintage, it was formulated from its masculine counterpart by the same perfumer, Daphné Bugey (Firmenich).

Rosa Tous defines the scent as floral and musky, and emphasises the pink pepper top note that gives it its level of boldness, essential to the character of the woman intended to wear it.

*“Creating the feminine fragrance Oh! The Origin, by TOUS, to complement the masculine fragrance, had a personal impact on me.*

*I needed to create a sophisticated and seductive complementary fragrance. The feminine fragrance needed to suggest a new form of modern classicism and combine optimism with a seductive sensuality and opulence. To create such a fragrance, I was inspired by a love story between a man and a woman. The masculine fragrance, 1920 The Origin, embodying the spirit of TOUS; was designed for a young, sophisticated, elegant and attractive man. I imagined the woman seduced by the sheer magnetism of the masculine fragrance.*

*I chose to combine roses, which embody romance, with orris, a more elegant key component of the fragrance, which is an iconic duo of classic perfumery. With an irresistible appeal, the floral notes emerge through a fresh and bright fruit cocktail: tangerines, lemons and blackcurrants. The seduction then reaches its more sensual notes with the warm allure of waves of vanilla, musk, tonka beans and ambrox.*

*The masculine and feminine fragrances complement each other. The loving fragrances share a positive characteristic which is represented by a touch of pink pepper in both fragrances. Both fragrances also have a shared taste for sophisticated elegance, through a type of seduction which leads to distinctive high-quality notes of ambrox.”*

*Daphné Bugey*



## *La historia y la imagen*

*“The woman who wears Oh! The Origin fragrance shows initiative and a strong character. She is creative and a dreamer, but she has very clear ideas: she knows what she wants and she works as hard as she can to achieve it. The TOUS woman is someone who is loving, fun and young at heart.”*

*Rosa Tous*



It is, without a doubt, a story of seduction. But we can all cast our minds back to an old memory, so intimate and feminine, of getting ready to go out, which combines scenes of a dressing room, dressing table and flirting, filled with anticipation for an event. The protagonist personifies the woman the fragrance was created for: a cosmopolitan young woman aged between 25 and 35, more attractive than pretty, sensitive but fun and sure of herself, with this lucky nature about her, and simultaneously elegant, which is so chic.

The originality of this campaign is that it continues the story which began with the masculine fragrance and, which promises to give us more chapters, so watch this space!

**TOUS**  
JOYEROS DESDE 1920

*“The woman who I imagined when creating this fragrance is distinguished, sophisticated and elegant. She has a happy and joyful temperament, which gives all her interactions a spontaneous nature. This is what makes her so attractive.”*

*Daphné Bugey*

**TOUS**