

COQUI  COQUI

PERFUMERIA
YUCATAN PENINSULA

HISTORY





“My life’s biggest mission was to create the Coqui Coqui Perfumeria. You smell the vanilla tree, the avocado oil and the scent of the palm trees – all this I made myself. The Coqui Coqui brand showcases a lifestyle; a cocoon which represents the flora, the earth, the fruit, the woods and the landscape, the folklore and the traditions of the culture. At the soul of everything is the Yucatan.”

- Nicolas Malleville

With an academic and familial background in botany, a fascination with travel, history and the explorer’s lifestyle, captivated by the charming Yucatan Peninsula of Mexico, Argentine Nicolas Malleville founded the Coqui Coqui Perfumeria in 2003.

Crediting scent as the ultimate sensory experience, Malleville is driven to capture the powerful floras of the Yucatan Peninsula to convey the exotic and colorful lifestyle of the tropics. Collating an ever-growing botanical catalogue of lush, exotic notes from the area, Malleville concocts fresh, original fragrances at Coqui Coqui Perfumeria, evocative of the spiritually rich Yucatecan lifestyle that he, and many others after, fell in love with.

Whilst Malleville’s interest in botany and scents was clear from an early age, his professional career began as a male model, scouted in Uruguay whilst still in his final year at school. Seizing the opportunity, his modeling career sky-rocketed, championed by the fashion industry for over a decade as one of its leading faces, with campaigns and editorials for Vogue, Donna Karan and Gucci, to name but some in his extensive portfolio.

Attaining access to the inner circles of luxury industry proved advantageous in founding Coqui Coqui Perfumeria. Malleville soon found himself surrounded by today’s leading influencers and tastemakers, and subsequently acquired an essential understanding of the intricacies and demands of this market, which have been instilled in the Coqui Coqui Perfumeria brand. Sought-after press coverage across luxury titles soon followed, as did a revered clientele list for the products of Coqui Coqui Perfumeria.

Inspired by the history of perfume in the Yucatan, when Franciscan monks worked closely with the indigenous Mayans in the 16th century to develop new and tropical scents for Spanish Royalty in Europe, Malleville continues to expand his extensive botanical catalogue. Every few years the Coqui Coqui Perfumeria has created a new scent, testament to its ever-increasing popularity and continued growth in the luxury fragrance industry.

OUR LIFESTYLE



The Coqui Coqui Perfumeria stands firm as one of the founding pillars of the Coqui Coqui Lifestyle Group. The Group also includes the luxury hotels of the Coqui Coqui Residences and Spas, the homeware line of Coqui Artesanos, Valladolid's Barberia and the Coqui Coqui Boutiques, which feature in each Coqui Coqui Residence and Spa.

As founder and creative director, Nicolas Malleville leads his team and operations at Coqui Coqui Perfumeria. Meanwhile, Coqui Coqui Residences and Spas, Barberia and Coqui Coqui Boutiques are joint operations between Malleville and his wife Francesca Bonato.



COQUI COQUI PERFUMERIA & LABORATORY

At the heart of Coqui Coqui Perfumeria lies the Yucatan— creatively and logistically. The natural tropical scents of the region inspire every fragrance, as does the landscape, people, culture and lifestyle, in addition to the state’s rich, centuries-old history of perfume production. After Spanish conquistadors arrived in Mexico in the 16th century and declared a ‘New World’, Franciscan monks worked closely with native Mayans to document the entrancing floras and faunas of the region.

Malleville continues such lineage, rooting the Coqui Coqui Perfumeria in the Yucatan itself, specifically the sleepy, colonial town of Valladolid: the headquarters of Coqui Coqui Perfumeria – its showroom, laboratory and Malleville’s research studio – operate from here. Day to day, Malleville can be found studying the botanical history of the region, sourcing new fragrances and concocting new scents. The work continues in the laboratory, where the team of local artisans produce each scent by hand; measuring and mixing the unique ingredients of every fragrance, decanting the scents into the bottles, and packaging each with care and precision.

For those curious to learn more about the Coqui Coqui Perfumeria’s vision and work, a visit to the apothecary-like showroom in Valladolid is highly recommended, situated in the town’s colonial Coqui Coqui Residence and Spa. Here, guests are able to sample, and purchase, the entire range of Coqui Coqui Perfumeria fragrances first hand, in the environment that is so influential to Malleville’s work, and learn more about the origins and inspirations behind each distinctive scent.



To celebrate the ongoing growth of Coqui Coqui Perfumeria, Malleville continues to create unique new scents from his botanical research. In fact, each Coqui Coqui Residence and Spa has its own personalised fragrance. The dewy coconut scent of Coco Coco is inspired by the palm trees scattered along Tulum’s white sand beaches. The lime and mint Menli fragrance reflects the lush gardens of Coba, which has both plants growing there. The scent of Rosas Secas reflects the town of Valladolid with its strong cultural character, specifically inspired by the deeply religious festival of Madonna de Candelaria. The latest Coqui Coqui Residence and Spa is situated in the Yucatan’s capital of Merida, a city surrounded by tobacco plantations; and so Tabaco was born, a sophisticated warm, rich, elegant scent, much like Merida itself.

The Coqui Coqui Perfumeria boasts thirteen fragrances to date, produced as individual scents and available as other products, from bath oils to room scents and bee wax candles.

PHILOSOPHY & VALUES





The ethos of Coqui Coqui Perfumeria distances itself from the modern fragrance industry. Malleville's unisex perfume catalogue strives for elegant, raw, timeless fragrances; bold, unfussy and refined signature-scents for complex wearers.

Each fragrance is inspired directly by the flora, fauna and tropical lifestyle of the Yucatan, and created by Malleville and his team using unique combinations of original scents sourced from Mexico's exotic plant life. Coqui Coqui Perfumeria's scents are transportive, encouraging the wearer to escape to a simpler; more relaxed way of life, wherever their imagination might take them...

"I ignored the old way of perfume. I wanted to do it in a simplistic way, to regenerate original scents, not create something that was intangible or untouchable. My perfumes are simple, naïve, stripped back; so that my children, my grandfather, a Mayan, or a Parisian can wear them. Scents that can be appreciated by everyone.

The Coqui Coqui Perfumeria showcases a lifestyle, an escape. To dream is through smell, not sight or touch. The perfumes represent the flora, the earth, the fruit, the woods, the flower, and the landscape; the folklore and the traditions of the Yucatan culture, but people worldwide respond to them. These root elements are found all around the world; somewhere close to you there will be a rose, or woods, it reminds you of something in your past – you grandmother, your family's garden, an era, even... They are all fantasies, memories; simple cocktails of fragrances."

Nicolas Malleville

SCENTED SPIRITS

Male and female, living and travelling all over the world, from all cultures and backgrounds; the appeal of Coqui Coqui Perfumeria fragrances are immeasurable. Common denominators of the wearer, however, include:

An explorer's spirit; a curious and inquisitive outlook to life... Those who are excited and inspired by primitive, raw luxuries... People with an understanding of the simple, sublime joys of life lived at a slower, leisurely pace, even if this description does not reflect their own reality.... Those with an active imagination, stimulated by scent and memory... An appreciation for blissful, tropical paradises, whatever this might mean to them... A belief that the power of happy memories with friends, family and lovers contribute to the sum of self...





The Coqui Coqui Perfumeria offers an expansive range of unique scents to the modern fragrance industry, original in their rich simplicity.

Each is opulent and tropical, evocative of the lush landscapes and lifestyle of the Yucatan - the sugary coconut groves, salty, balmy sea air, verdant earthy jungles; the fruity, floral, succulent herb and spiced aromas, carried by the gentle warm breezes of the Caribbean and Gulf coasts. The unisex collection of Coqui Coqui Perfumeria scents utilize original, natural fragrances sourced from Mexico.

THE SCENTS

Lavman (Lavender & Chamomile)

A gentle mix of the soft floral scent of lavender and chamomile flowers

Flor de Naranjo (Orange Blossom)

Fresh, sweet, citrusy and lively

Neroli Negro (Black Neroli)

Honeyed notes and spicy facets

Rosas Secas (Dry Roses)

Powdery and feminine with a subtle twist of fresh tobacco leaves

Rosas Frescas (Fresh Roses)

The freshness of white rose petals

Flor de Mayo (Frangipani)

The sweet and warm Plumeria flower with a touch of Jasmine.

Coco Coco (Coconut)

Soft and sensual, with a subtle bitter green edge.



Menli (Mint & Lime)

Citrusy and delicious lime with sweet notes of fresh mint.

Citger (Citronella and Geranium)

The zesty citrus scents of this fragrance act as a natural mosquito repellent in balmy, tropical climates.

Eucaced (Eucaliptus & Ceder)

A woody, fresh aroma from the leaves and young branches of eucalyptus, with lush cedar forest freshness

Maderas (Sandalwood and Tropical Woods)

The woody and dry aroma of wet earth woodland and freshly chopped roots

Agave (Tropical Agave)

Blue agave, with intense golden color

Tabaco (Tobacco leaves)

An elegant scent of strong, warm tobacco leaves

THE PRODUCTS

The Coqui Coqui Perfumeria scent catalogue boasts thirteen different fragrances, available as individual parfums, as well as distilled into the following luxury scented products:

Perfumes
Linen Spray
Massage Oil
Bath Oil
Bees Wax Candles
Room Scent
Hand Soap

In addition, the Coqui Coqui Perfumeria also creates luxury beauty amenities for its clientele such as shampoo, conditioner and toothpaste, as well as an exclusive taster collection of all thirteen scents as miniature fragrances.





DISTRIBUTION

Building an ever-expanding network of discerning clientele around the world, the Coqui Coqui Perfumeria has reacted to demand for its product internationally. In addition to conducting direct sales in Coqui Coqui boutiques and pop-up stores, as well as online, the products are carried by the following top-tier boutiques and department stores across four continents.

AMERICAS

Alder & Co., Portland, USA
Abersons, Tulsa, USA
Amarees, New Port Beach, California, USA
Arrow, Minneapolis, USA
Bird, New York, USA
Capitol, Charlotte, South Carolina, USA
Club Monaco, World Wide
Dream Collective, California, USA
Individual Medley, California, USA
JM DryGoods, Texas, USA
Oak, NYC & California, USA
The Griffin, Florida, USA
The Line, New York, USA
V. O. D., Texas, USA
Vermillion, North Carolina, USA
Warm, New York, USA
Sloan Hall, San Antonio, Texas, USA

AUSTRALASIA

Island Luxe, Byron Bay, Australia

ASIA

Edit Lifestyle, Singapore

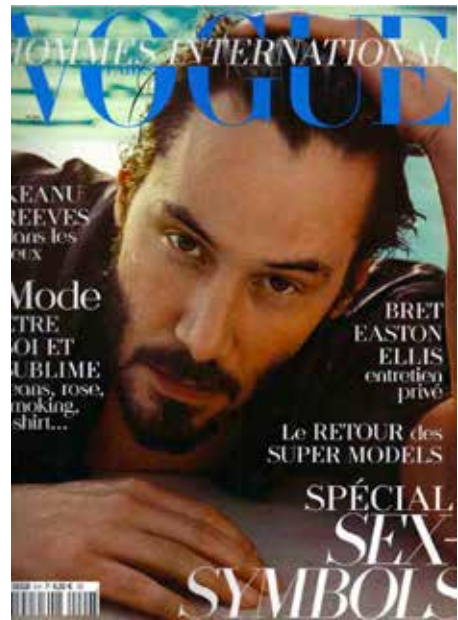
EUROPE

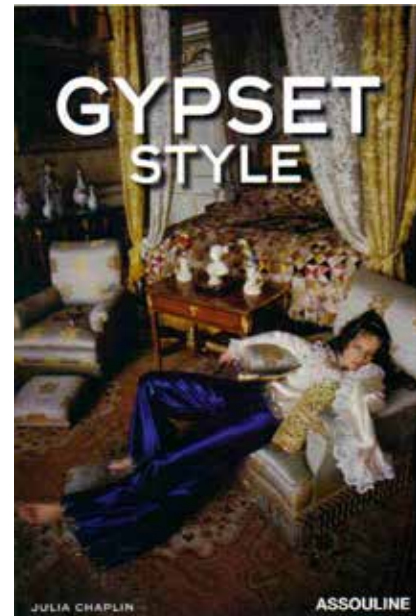
Merci, Paris, France
By Marie, Paris, France
Fenwick, London, UK
Hope , Stockholm, Sweden
Rika, Amsterdam, Netherlands

ONLINE

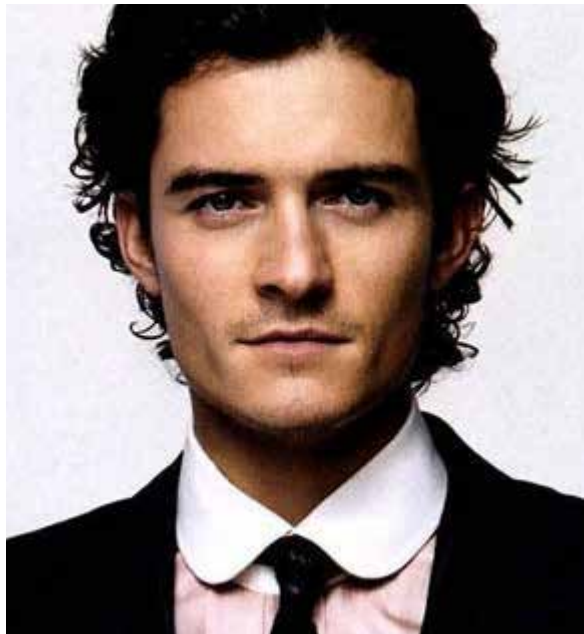
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PRESS





CLIENTELE



COMMUNICATION

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