

WELCOME TO

MAISON  FONDÉE
1994

MISTRAL

POUR HOMME • FOR MEN
QUALITÉ SUPÉRIEURE



MAISON  FONDÉE
1994

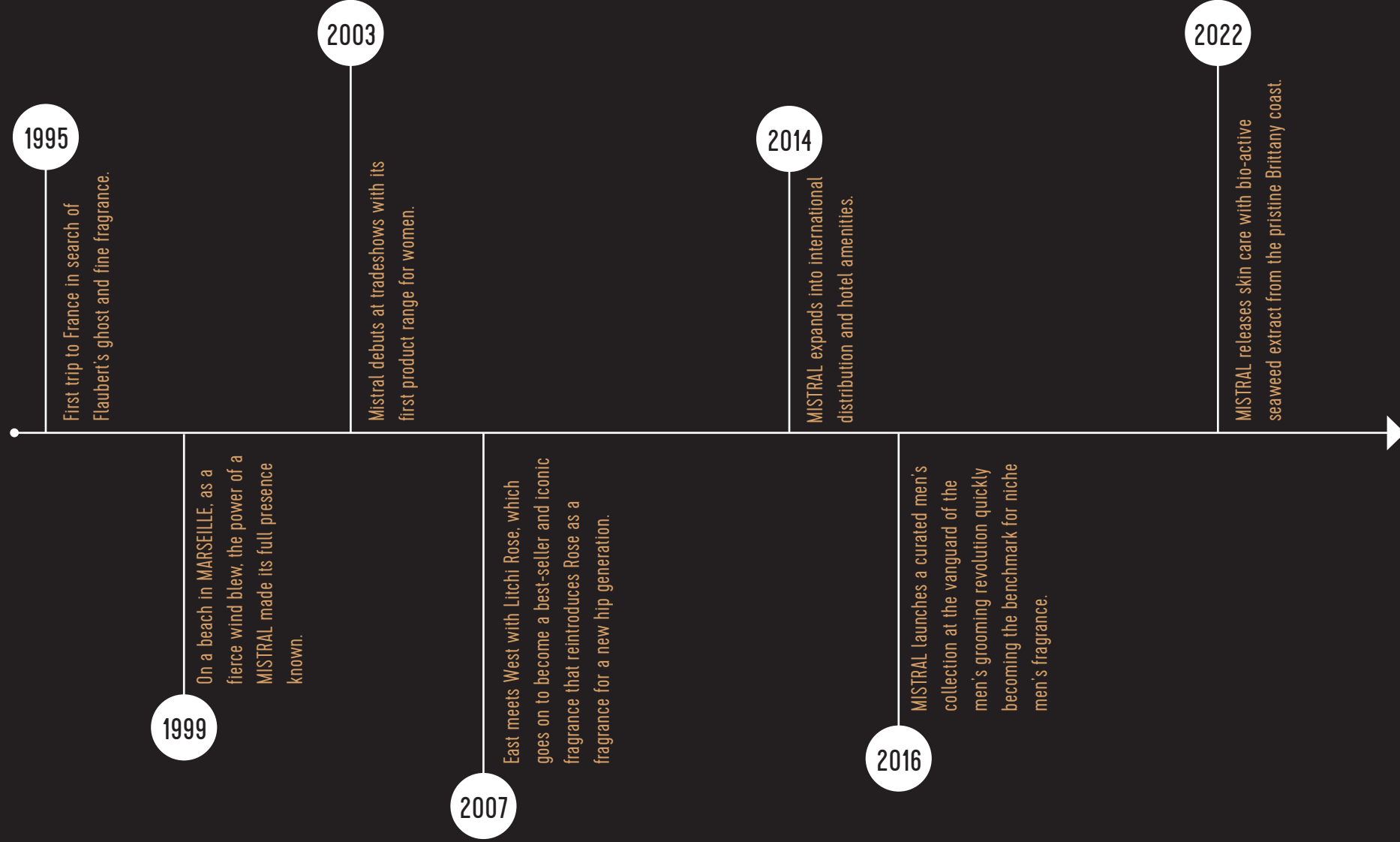
HOW IT ALL STARTED...

The cult classic men's fragrance **BOURBON VANILLA** is a scent with a unique but not unexpected origin story. For the last twenty-five years, Mistral's brand founder, Matthew Tilker, has been working in Grasse, France acquiring the skills and "savoir-faire" to develop a men's fragrance brand to his exact tastes. Frustrated by perfume sections full of scents more dependent on celebrity endorsements than actual quality, or over-hyped and over-priced bottles with clever names but little masculine allure, Matthew decided it was time to make a fragrance collection by a man, for men, and with no apologies for doing so. When **BOURBON VANILLA** exploded on the Indy fragrance scene it spoke a cleverly coded language all its own—from the elegant black and dark wood packaging reminiscent of a fine European spirit, to the characteristics of the scent—deep oak, rich vanilla, powerful amber, and a strong bite of tobacco. One inhalation triggered a primal response – an almost dizzying descent into the hedonistic sensuality of the male psyche. Word spread, and a new era of men's fragrance was born.



MISTRAL

MOVING MEN'S EXPECTATIONS IN PERSONAL CARE FORWARD



MISTRAL BEGINS WITH PRODUCING A SUPERIOR PRODUCT IN FRANCE >>

With thirty years' experience and a passion to create original scents for men, Matthew Tilker guides the creative development of all MISTRAL fragrances. Working with an elite cadre of perfumers in Grasse and London, he pushes them to the very pinnacle of their art, granting total freedom to select the finest raw materials while imposing no time constraints or budgetary limits.

This unique approach results in an eclectic range of perfumes that explore, pay homage to, and reinvent modern masculinity. To enter the world of MISTRAL is to cultivate your spirit and style, to find the scent that expresses your individuality, resonates with your innermost self, and becomes a signature of your identity.



MISTRAL SALE & DISTRIBUTION CHANNELS



International:

Hong Kong, Australia, Taiwan,
Canada, Caribbean, Central
America, Europe

UNION HALL
supply co.

Men's Clothing Stores:

Mr. Meers, Fitzgeralds Men's
Store, Landry's, B. Krepes Co.,
Him, J.P. McFadden, Union
Hall Supply Co.



HOTEL DEL
CORONADO
EST. 1888

Resorts:

Ojai Valley Inn, Salamander
Resorts, Fountainbleau,
Terranea Resort, Hotel Del
Coronado, The Houstonian

Montage

Spas:

Montage, Blue Water,
Meadowbrook, Lake Austin,
Spa at Flying Horse, Desert
Mountain Club, The Club at
Kalea Bay, Village Clubs at DC
Ranch and Camelback

C.O. BIGELOW
ESTABLISHED 1838
APOTHECARIES

Apothecary:

C.O. Bigelow, Merz, Beauty
Collection, Corktown

MISTRAL

PRODUCT LINE: FRAGRANCE DRIVEN (BLACK LINE)



PREMIUM FRENCH
MILLED BAR SOAPS



GIFT SETS



FINE FRAGRANCE



CANDLES



SHAVE ESSENTIALS



HAND & BODY CARE

MISTRAL

PRODUCT LINE: PERFORMANCE SERIES (WHITE LABEL)

TARGETED TECHNICAL FORMULAS AND POWERFUL NATURAL INGREDIENTS DELIVER RESULTS YOU CAN SEE AND FEEL DAILY.



ULTRA EXFOLIATING BAR



PURIFYING BODY BAR



2-1 SHAMPOO BAR



EXFOLIATING FACE WASH



SPF LIP BALM



HYDRA-COOL LOTION



FACIAL MOISTURIZER