



Karine Dubreuil - Sereni
PERFUMER CREATOR



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BIOGRAPHY

Karine Dubreuil - Sereni
PERFUMER CREATOR

2002 – 2011 **MANE** Neuilly sur Seine
1994 – 2002 **DROM** Neuilly sur Seine
1991 – 1994 **FLORASYNTH** Paris
1988 – 1991 **CMA INTERNATIONAL – SANOFI** Paris



ECOLE ROURE BERTRAND DUPONT Grasse



BIOGRAPHY

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Karine Dubreuil - Sereni is an independent perfumer creator.

She created her own company, VOX PROFUMI in 2012, after many years spent in other fragrance houses and composed top sellers and renowned perfumes such as Eclat d'Arpège, Gucci Envy Me, Mûre et Musc Extrême, Womanity...

VOX PROFUMI...The voice of perfumes.

Native of Grasse where she grew up, Karine is as passionate about fragrances as about Operas and classic music (Karine is a soprano). It was evident that her company would embody all she likes with generosity and character: perfumes, notes, accords, rythmes, materials.

Trained in the prestigious school of perfumery in Grasse, Roure Bertrand Dupont, Karine Dubreuil Sereni has been working for many years for Mane, Drom Fragrance International and Florasynth.

In 2012, beside her creative bespoke activity, Karine has been appointed as official perfumer of L'Occitane en Provence. She was the ideal mediterranean perfumer to understand the DNA of the provencal brand. She developed fragrance and body line collections, dedicated to Grasse, with founder Olivier Baussan.



GRASSE

Karine Dubreuil - Sereni
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COMPANY & LAB

Karine Dubreuil - Sereni
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Since she has been creating, her impressive catalogue of products developed for many brands (mass, prestige, niche), for different markets (France, Italy, Asia, Europe or USA) and products categories (adults and babies) highlights Karine Dubreuil Sereni's multifaceted and talented creativity.

Karine's palette is rich and complete. Her talent is renowned by her peers, beauty journalists and clients.

By creating VOX PROFUMI, Karine Dubreuil invests herself in a project like any fragrance house dedicated to fragrance creation and tailored projects.

VOX PROFUMI partners with prestigious fragrance laboratories to ensure all processes of creation: from the purchase of raw materials (specific for each client), creation, production, quality control, logistics, regulatory... to deliver y product.



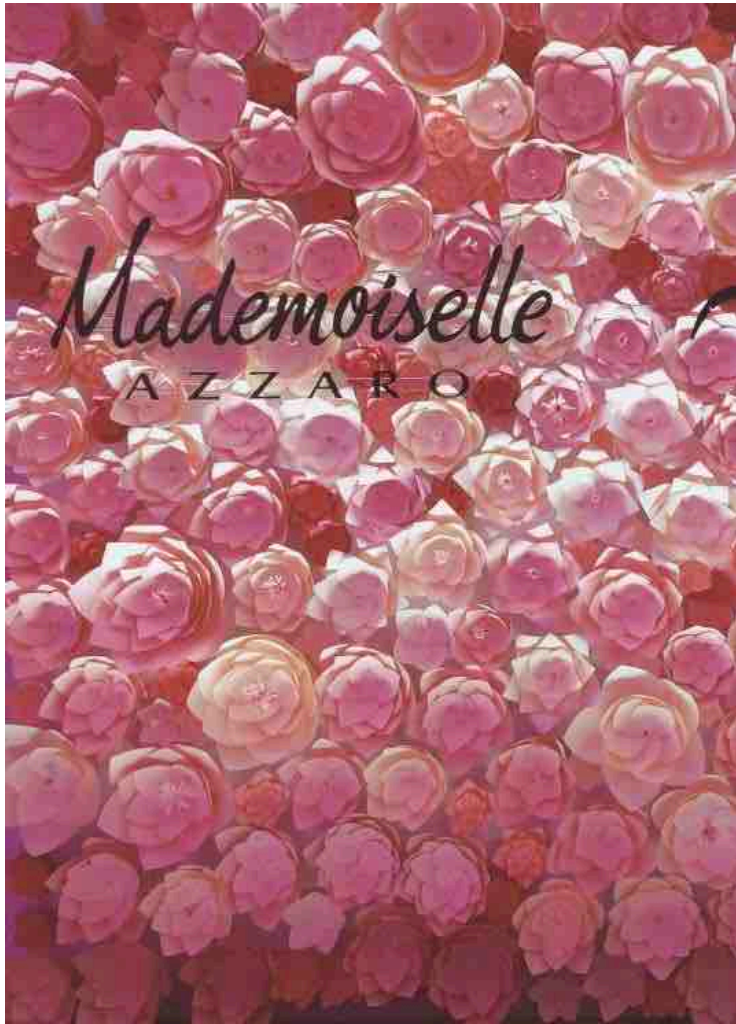
INTERNATIONAL MARKET
NICHE MARKET
USA MARKET
BABY MARKET



INTERNATIONAL MARKET

Karine Dubreuil - Sereni
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Azzaro Clarins Group
MADEMOISELLE 2015

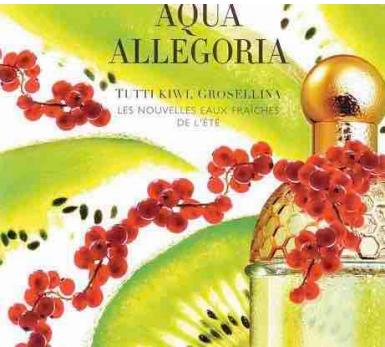


INTERNATIONAL MARKET

Karine Dubreuil - Sereni
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Guerlain LVMH
AQUA ALLEGORIA ROSA POP 2015
AQUA ALLEGORIA FLORA ROSA 2013

AQUA ALLEGORIA GROSELLINA 2006
AQUA ALLEGORIA PIVOINE MAGNIFICA 2005



INTERNATIONAL MARKET

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Thierry Mugler Clarins Group
AQUACHIC 2013
WOMANITY 2010



Azzaro Clarins Group
BLUE CHARM 2007



Lanvin Interparfums
ÉCLAT D'ARPÈGE 2002



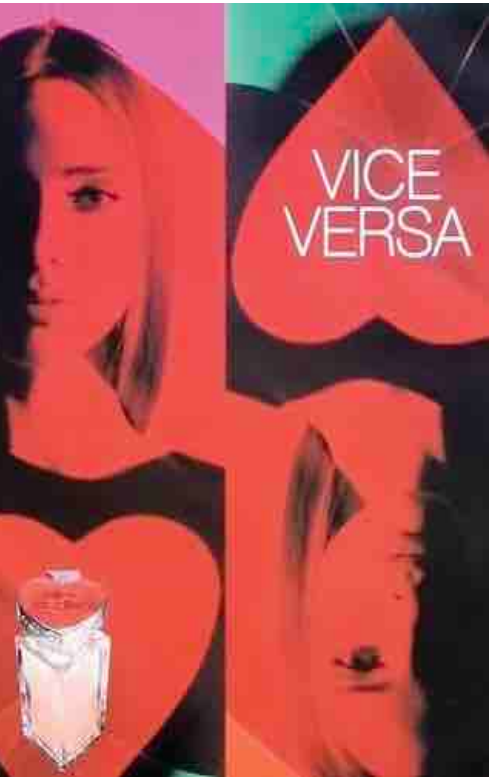
INTERNATIONAL MARKET

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Gucci P&G
GUCCI POUR HOMME II 2007
GUCCI ENVY ME 2004
GUCCI ACCENTI 1996



YSL
VICE VERSA 1999



INTERNATIONAL MARKET

Parfums MAUBOUSSIN Lorientce
STAR CHERIE 2024
STAR 2023



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Parfums MAUBOUSSIN Lorientce
STAR FOR MEN 2024
PROMISE ME 2015
ELIXIR POUR ELLE 2013



INTERNATIONAL MARKET

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Shiseido Shiseido Group
GINZA NIGHT 2024
GINZA MURASAKI 2022



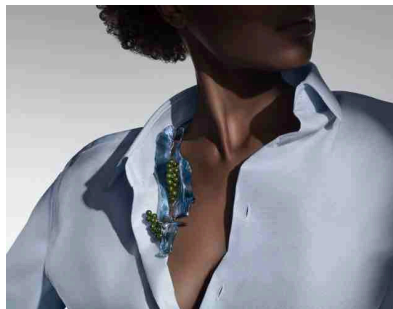
GINZA EAU DE PARFUM INTENSE 2023
GINZA 2021



INTERNATIONAL MARKET

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Hugo Boss Coty
FEARLESS PEPPER 2024



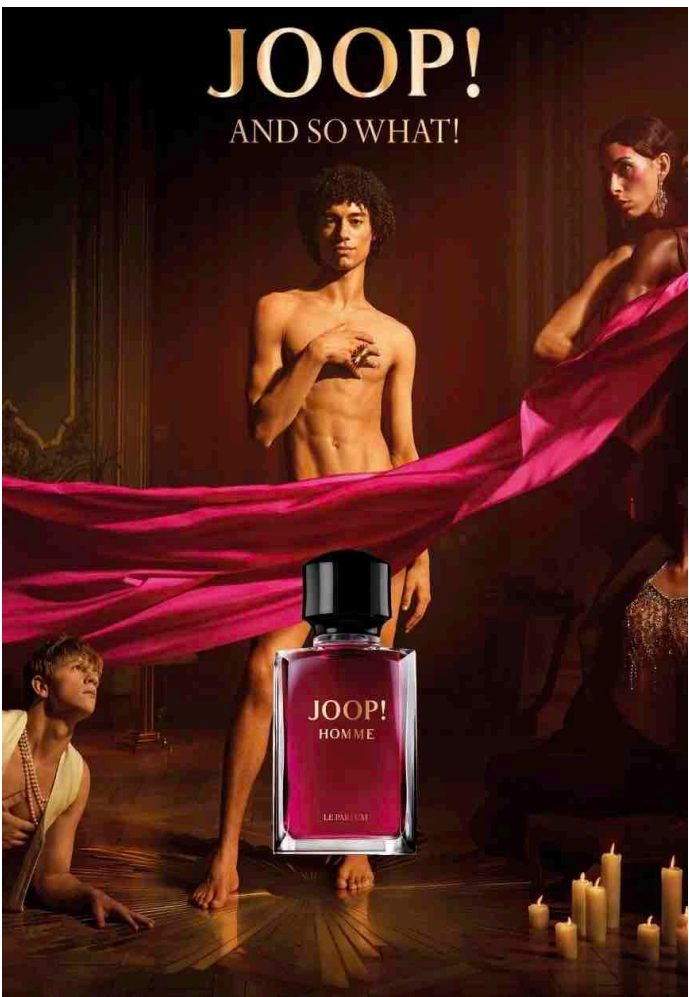
Jil Sander Coty
CORAL POP 2017



INTERNATIONAL MARKET

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Le Parfum Coty
JOOP! 2022



INTERNATIONAL MARKET

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Kenzo LVMH
NUIT TATAMI 2022



INTERNATIONAL MARKET

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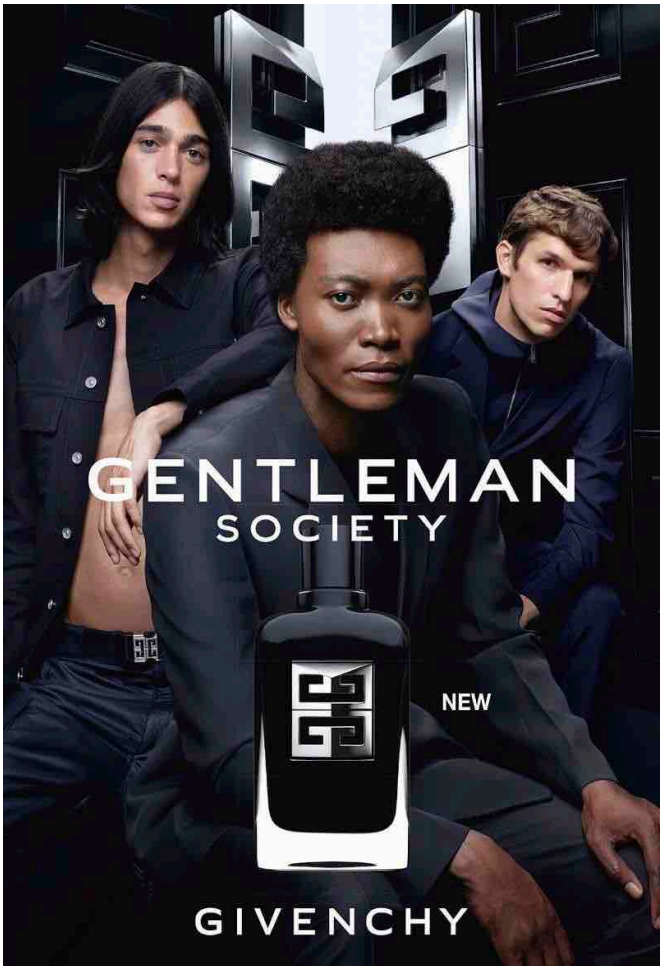
Kenzo LVMH
ENCENS LUMIÈRE 2023



INTERNATIONAL MARKET

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Givenchy LVMH
GENTLEMAN SOCIETY 2023



Givenchy LVMH
GENTLEMAN SOCIETY EXTREME 2024



INTERNATIONAL MARKET

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Givenchy LVMH
GENTLEMAN SOCIETY AMBRÉE 2025



INTERNATIONAL MARKET

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Castelbajac
Eaux en couleur 202à



INTERNATIONAL MARKET

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Castelbajac
EAU BONHEUR Beautiful day 2018



Castelbajac
Beautiful Day in Love 2021



INTERNATIONAL MARKET

Roger & Gallet L'Oreal
COLOGNE TWIST 2024



Roger & Gallet L'Oreal
VANILLE SOLEIL 2024



INTERNATIONAL MARKET

Roger & Gallet L'Oreal
CÉDRAT 2007



Roger & Gallet L'Oreal
LAVANDE ROYALE 1991



Roger & Gallet L'Oreal
BOUQUET IMPÉRIAL 1991



Roger & Gallet L'Oreal
VÉTIVER 1991



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Roger & Gallet L'Oreal
L'HOMME SPORT 2009



Roger & Gallet L'Oreal
HUILE SUBLIME BOIS D'ORANGE 2010



INTERNATIONAL MARKET

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L'Occitane en Provence LA COLLECTION DE GRASSE 2013/2014
NEROLI & ORCHIDÉE / MER & MISTRAL
AMBRE & SANTAL / FLEUR D'OR & ACACIA
ROSE & OSMANTHUS



L'Occitane en Provence LA COLLECTION DE GRASSE 2012
JASMINE & BERGAMOTTO
MAGNOLIA & MÛRE
VANILLE & NARCISSE



INTERNATIONAL MARKET

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L'Occitane en Provence
ARLESIENNE 2014



L'Occitane en Provence
CERISIER ROUGE EAU INTENSE 2014



L'Occitane en Provence
ROSE JARDIN DÉLICE 2010



ROSE ET REINE 2007
EAU DES 4 REINES / ROSE 2004



INTERNATIONAL MARKET

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L'Occitane en Provence
CALANQUES 2010



VOYAGE EN MÉDITERRANÉE: JASMINE 2008
VOYAGE EN MÉDITERRANÉE: MYRTE 2007
EAU DES BAUX 2006



INTERNATIONAL MARKET

Karine Dubreuil - Sereni
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L'Occitane en Provence
CEDRAT POUR L'HOMME 2015



L'Occitane en Provence
IRIS BLEU & IRIS BLANCHE 2015



L'Occitane en Provence AROMACHOLOGIE
AROMACHOLOGIE RELAXANTE 2014



INTERNATIONAL MARKET

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ELLE Fragrance Group London
ELLE L'ÉDITION 2018



ELLE Fragrance Group London
CHEEKY BONBON 2019
ROUGE PASSION 2019
COCO AMOUR 2019
VANILLE GLAMOUR 2019



INTERNATIONAL MARKET

Karine Dubreuil - Sereni
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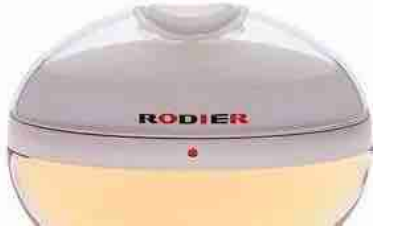
LuluCastagnette Lorient
00:10 LES PETITES FOLIES 2010
LULU FOREVER GLAM 2009
LULU ROSE 2009
LULU FOREVER 2008



Oilily Colorful Licenses int. BV
BLUE SPARKLE 2008

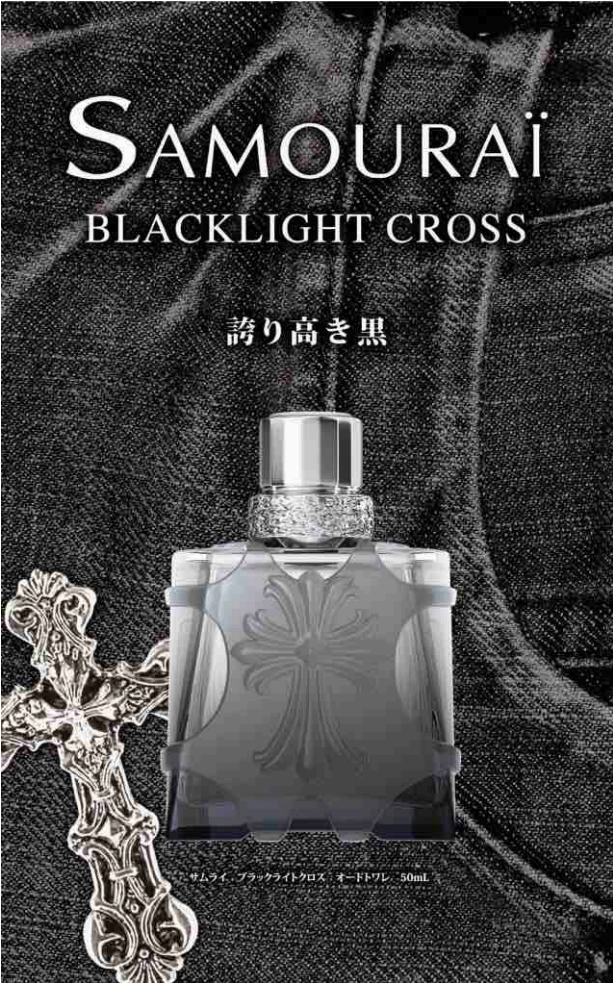


Rodier Odéon
RODIER POUR FEMME 2002
RODIER POUR HOMME 2002



INTERNATIONAL MARKET

Parfums Alain DELON Art & Fragrance
SAMOURAI BLACKLIGHT CROSS 2015
SAMOURAI SWEET BOUQUET 2015



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Parfums Alain DELON Art & Fragrance
SAMOURAI SWEET LOVE 2013
SAMOURAI BLOOMING LOVE 2013



SAMOURAI WHITE ROSE 2012



SAMOURAI STAY COOL 2013
SAMOURAI GET UP 2013



INTERNATIONAL MARKET

Parfums JAGUAR Art & Fragrance
JAGUAR IMPERIAL 2015
JAGUAR CLASSIC MOTION 2013
JAGUAR PERFORMANCE BLACK 2013
JAGUAR CLASSIC RED 2012



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Ted Lapidus J.Bogart
BLACK SOUL IMPERIAL 2011



Bugatti J.Bogart
PUREBLACK 2008



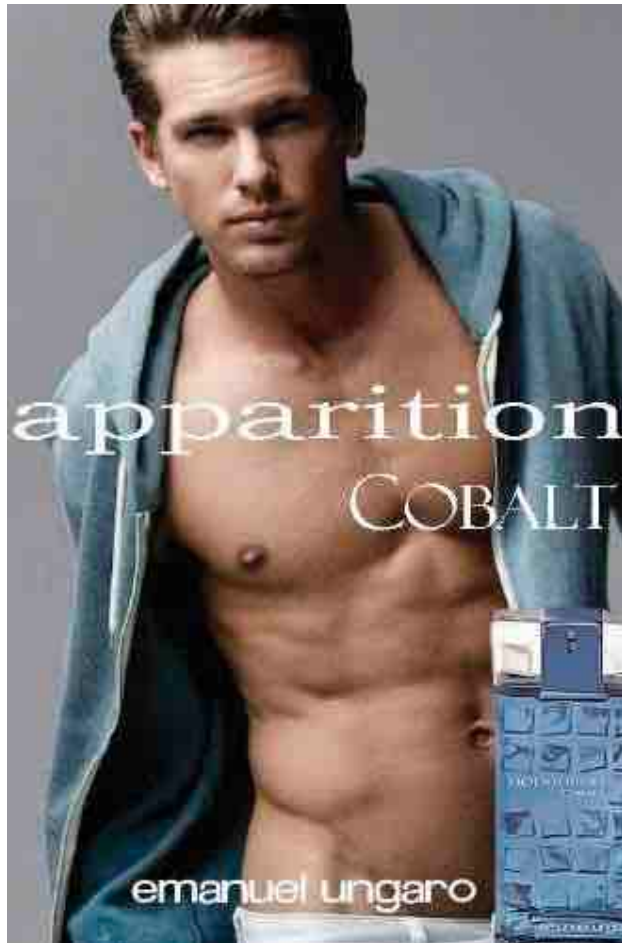
INTERNATIONAL MARKET

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Salvatore Ferragamo Ferragamo
INCANTO HEAVEN 2008
INCANTO SHINE 2007



Ungaro Ferragamo
APPARITION WILD ORANGE FOR MAN 2011
APPARITION EXOTIC GREEN FOR WOMAN 2011
APPARITION COBALT HOMME 2010



INTERNATIONAL MARKET

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Roberto Cavalli Coty Prestige
I LOVE JUST CAVALLI HIM 2010
I LOVE JUST CAVALLI HER 2004



Gianfranco Ferré ITF
FERRÉ ROSE PRINCESSE 2008



INTERNATIONAL MARKET

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Façonnable REGATTA 2020



INTERNATIONAL MARKET

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Façonnable FRENCH RIVIERA 2020



INTERNATIONAL MARKET

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Krizia The First
KRIZIA FOR WOMEN & FOR MEN 2013



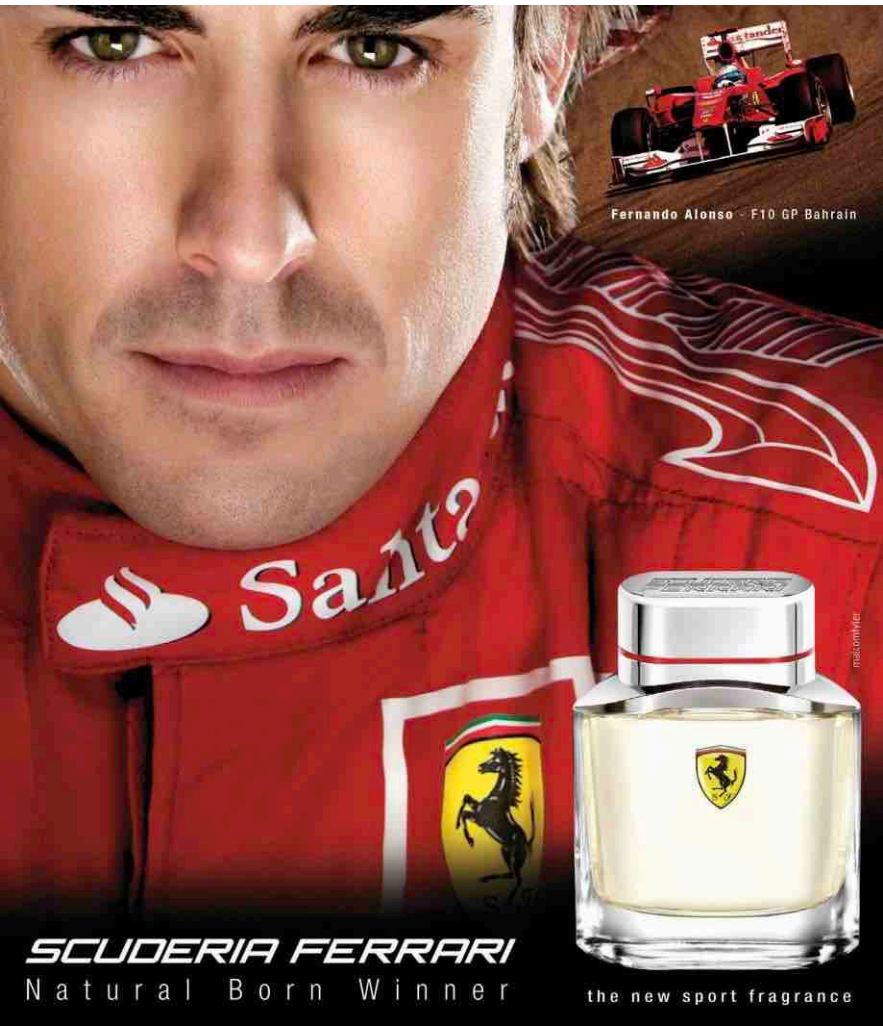
Krizia The First
TIME UOMO 2002



Sergio Tacchini Perfume Holding
STILE 2003



Ferrari Perfume Holding
SCUDERIA HOMME 2010



INTERNATIONAL MARKET

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Mila Schön
TIME COLLECTION 2009



Mila Schön
MILA SCHÖN HOMME ET FEMME 2015



NICHE MARKET

LALIQUE Group
MON PREMIER CRISTAL Sensuel 2024



LALIQUE Group
NOIR PREMIERE 2024



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LALIQUE Art & Fragrance
PLUME BLANCHE 2024



NICHE MARKET

LALIQUE Group
WHITE IN BLACK 2024
OMBRE NOIRE 2024



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LALIQUE Group
ORIENTAL ZINC 2024
CHYPRE SILVER 2024



NICHE MARKET

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STATE OF MIND
La Collection 2017



NICHE MARKET

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PERFUMER CREATOR

STATE OF MIND
Oriental Opulence 2024



NICHE MARKET

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Parfumerie FRAGONARD
FLEUR DE CITRONNIER FLEUR DE L'ANNÉE 2025



Parfumerie FRAGONARD
JASMIN FLEUR DE L'ANNÉE 2015



Parfumerie FRAGONARD Le Jardin de Fragonard
EGLANTINE FLEUR DE L'ANNÉE 2022



NICHE MARKET

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Parfumerie FRAGONARD Le Jardin de Fragonard
LAURIER ROSE CEDRE 2014
JASMIN PERLES DE THE 2014
HELIOTROPE GINGEMBRE 2014
TILLEUL CEDRAT 2014
ROSE AMBRE 2014
MIYRRHE PATCHOULY 2014



NICHE MARKET

Karine Dubreuil - Sereni
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Bon Parfumeur



004 2015



002 2019



103 2017



NICHE MARKET

Karine Dubreuil - Sereni
PERFUMER CREATOR

Bon Parfumeur



202 2017



801 2017



902 2017

NICHE MARKET

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Atkinsons Perfume Holding
FASHION DECREE 2013



Estéban
AMBRORIENT 2008



NICHE MARKET

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L'Artisan Parfumeur Cradle Holding
MÛRE ET MUSC EXTRÊME 1993
EAU D'AMBRE 1993



Jo Malone E.Lauder
VETIVER 1995



NICHE MARKET

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Zilli Parfums 2021
AMBROISIE
BOIS DE FEU
FOUGERE ROYALE



NICHE MARKET

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La Manufacture
COLOGNE IMPATIENTE 2015



La Manufacture
GREY SENSES 2024



La Manufacture
OMELIE 44 2021

La Manufacture
CHARME 2021



USA MARKET

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Victoria's Secret
VERY SEXY NOW 2008



Celine Dion Coty Beauty
PARIS NIGHTS 2007



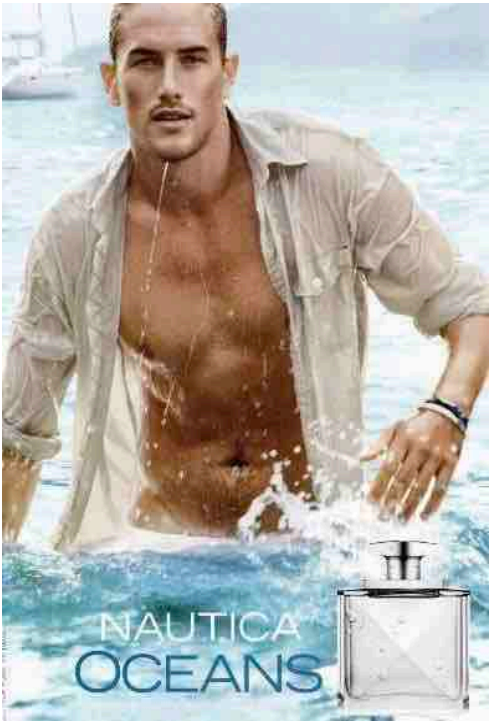
USA MARKET

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Lily Pulitzer
BEACHY 2008



Nautica Coty Beauty
OCEANS: WATER PURE 2009



Judith Leiber
LEIBER 2007



USA MARKET

PROSE HAIR CARE 2016

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USA MARKET

Karine Dubreuil - Sereni
PERFUMER CREATOR



BABY MARKET

Karine Dubreuil - Sereni
PERFUMER CREATOR

Petit Bateau
EAU SOILOGNE 2022



BABY MARKET

Karine Dubreuil - Sereni
PERFUMER CREATOR

Bebisol
ARTHUR ET LOLA 1991



Roger & Gallet L'Oréal
PETIT DOUX NATURE 1998





Karine Dubreuil - Sereni
P E R F U M E R C R E A T O R

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