

Barcelona, October 8th, 2025



COLONIAS
ABSOLUTAS
PUIG

Slow. Beautiful. Forever.

A tribute to **Puig**, its identity, its legacy, and its experience

A proposal created from tranquility, designed to last.

This collection of eaux de cologne by **Puig** was created as a tribute to its origin, to the Mediterranean culture of fragrance, and to the very history of **Puig** and its founding family. Four signature scents, crafted by master perfumer Jean-Claude Ellena, reinterpret the essential language of cologne — its lightness, honesty, and evocative power — through a contemporary, precise, and deeply sensory perspective.

Three of them, *Agua Brava*, *Agua Noble*, and *Agua Lavanda Iris*, reinterpret **Puig**'s historical creations with a new frame of reference; *Agua Mediterránea*, the fourth, is a unique creation that emerges from the present and from Mediterranean creativity.

Thus, **Puig** expresses, from its essence, its past and present: a family-rooted company with a creative spirit, Mediterranean roots, and a perfumer's craft.

“Colonias Absolutas Puig is an elevated exercise in perfumery and creativity,” says Manuel Puig, part of the third generation and Vice Chairman of **Puig**.

“For me, it is a tribute from the Puig family to the Mediterranean,” adds Jean-Claude Ellena, master perfumer.

Back to the essential

There is a moment when being truly modern means going back to the essential. The eaux de cologne has always been a pure form of perfumery: direct, luminous, free. Without gender, without age, without the need for disguise. Fragrances that accompany everyday life with discreet elegance.

Colonias Absolutas Puig revives the language of classic colognes, reinterpreting it with a contemporary and discerning perspective.

Fragrances such as *Agua Brava* marked a turning point in the history of **Puig** as well as in perfumery, paving the way for a new understanding of fragrance in the 1960s: intimate, refined, and deeply connected to personal identity. A similar milestone took place in the 1940s with *Agua Lavanda*, which created a new fragrance family by introducing lavender in a distinctive way, setting itself apart from traditional British and French interpretations. Today, that innovative spirit and craft combine in a new collection of eaux de cologne that evokes the original character and gains new depth under the guidance of Jean-Claude Ellena.



As a return to its origins — the Mediterranean —, this collection was created from the nobility of raw materials and the refined simplicity of everyday rituals. Fragrances created to accompany, endure, and inspire emotion over time.

“The idea of pleasure is central to this collection. They are perfumes to embrace oneself, to feel good, not to impose or to impress,” affirms Jean-Claude Ellena.

Signature of a master

Jean-Claude Ellena, one of the most influential perfumers in the world, has been in charge of giving this collection its olfactory notes, as explained by Manuel Puig, part of the third generation of the founding family: **“We wanted to find someone who knew the Mediterranean and its ingredients well. Jean-Claude was the perfect perfumer for this project.”** His focus, highlighted by his restraint and pursuit of the essential, aligns naturally with the spirit of **Colonias Absolutas Puig**.

“The idea of ‘absolute’ is the idea of a culmination, of something important and profound, of the extreme in the most noble sense of the term,” affirms the master perfumer. It is a term that also influences the way the scents reveal themselves on the skin: colognes with sillage and lasting power. More intense than classic colognes, created to last.

“I always seek simplicity in my form of creating,” continues Jean-Claude Ellena. **“Simplicity and sophistication at the same time. Why? Because the simpler it is, the easier it is for the wearer to understand what I want to convey. The scent always has something to say, something to share. It speaks to you. It has a soul.”**

“When they ask me if I am from Grasse, I say I am from the Mediterranean. It means I carry Mediterranean heritage, Mediterranean culture. And that culture has its own aroma, one we can wear,” states Jean-Claude Ellena.



Four compositions, a single excellence in fragrance

Four creations give shape to the collection, each distinct in their expression, yet united by a single commitment: respect for the materials.

“To create is to do and to redo. That is the work of an artisan, perfection. I work with few ingredients, but they must be of the highest quality,” explains Jean-Claude Ellena.

•• Agua Brava

“For me, Agua Brava was a monument,” recalls Jean-Claude Ellena. **“Revisiting it has been a gift to my youth.”**

In this interpretation, Agua Brava preserves its original aromatic character, but it evolves into a more sensual, more masculine, woodier version.

•• Agua Lavanda Iris

Inspired by the historical Agua Lavanda from 1940, this new composition combines the popularity of lavender notes while incorporating the nobility of iris, an aristocratic ingredient that elevates the whole without diminishing simplicity.

•• Agua Noble

A reinterpretation inspired by an exchange of sensations between Jean-Claude Ellena and Manuel Puig. The cologne revolves around Andalusian leather, delicately evoking the leather, bergamot, orange leaves, and a touch of white musk.

•• Agua Mediterránea

“I had to find a scent that symbolizes the Mediterranean and this is it, without a doubt, the leaf of the fig tree,” affirms Jean-Claude Ellena. Together with the mastic tree, wild mint, cedar, and citrus, this completely original creation is a luminous celebration of the Mediterranean.



Design with memory

The bottle recalls a key piece of **Puig** history: the silhouette created by André Ricard in 1962 for Agua Lavanda, inspired by the traditional Balearic jars. Its essential design unites functionality and culture, reinterpreting the Mediterranean with sobriety and functional form. Meanwhile, the terracotta case completes the gesture with a texture that is reminiscent of earth, warmth, and a sense of tangibility.

“We must be proud of the past. We are here today because of Agua Lavanda and Agua Brava,” explains Manuel Puig. **“We believe it was honest and right to remain coherent with our origins and give value to what we have received.”**

A declaration of identity

Colonias Absolutas Puig is not an exercise in nostalgia or a trendy collection. It is a declaration of identity and intention. A way to reconnect with a category that is part of **Puig**'s essence and that makes more sense than ever today.

“We worked with the concept of *timelessness*,” explains Jean-Claude Ellena. **“The idea was not to create a stylish product. It is not subject to trends. What matters is the emotion it evokes, that is what makes it timeless.”**

“We wanted to create something beautiful that endures,” affirms Manuel Puig. **“That is the idea behind slow, beautiful, and forever: creating from tranquility, with a perspective that does not expire.”**

Discover more on puig.com and shop the **Colonias Absolutas Puig** on coloniasabsolutas.puig.com.



About Puig

Puig is a home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world. Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made **Puig** a global leader in the premium beauty industry. Present in the fragrances and fashion, makeup and skincare business segments, our house of Love Brands generates engagement through great storytelling that connects with people's emotions and is reinforced by a powerful ecosystem of founders.

Puig portfolio includes our brands Rabanne, Carolina Herrera, Charlotte Tilbury, Jean Paul Gaultier, Nina Ricci, Dries Van Noten, Byredo, Penhaligon's, L'Artisan Parfumeur, Uriage, Apivita, Dr. Barbara Sturm, Kama Ayurveda and Loto del Sur as well as the beauty licenses of Christian Louboutin, Banderas and Adolfo Dominguez, among others.

At **Puig** we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals. In 2024, **Puig** recorded net revenues of €4,790 million. **Puig** sells its products in more than 150 countries and has offices in 32 of them.

Follow us [Instagram](#) [LinkedIn](#)

Further information:

Corporate Communications

corporate.communications@puig.com