

Colonias Absolutas Puig

Some encounters are born from a profound affinity.

A shared understanding of craftsmanship. A deep respect for the legacy that has been entrusted to us. From the desire to create something that endures beyond trends and the passage of time.

From July 8, **Colonias Absolutas Puig** will be available at Santa Eulalia, one of Barcelona's most iconic stores, becoming the exclusive brick-and-mortar retailer for the *eaux de cologne* collection. It will also be available on Santa Eulalia's e-commerce platform for a selection of international markets.

"The Puig family and I have shared a close friendship for many years. I was therefore delighted when they chose us as the collection's exclusive retail partner worldwide. Two Catalan companies with more than a century of history come together in a tribute that is as meaningful as it is special." — Luis Sans, Owner Santa Eulalia.

This new chapter brings together two family businesses with a long history rooted in the Mediterranean. Two independent companies that have preserved their identity across generations and share the same commitment to excellence, craftsmanship, creativity and the enduring value of things made to last.

A tribute to the Mediterranean

Colonias Absolutas Puig was created as a tribute to the company's origins. To the Mediterranean as a landscape, a culture and a way of life. To the history of a family that has been devoted to perfumery for more than a century, and to a category that is part of its very DNA: *eaux de cologne*.

Created together with master perfumer Jean-Claude Ellena, the collection taps into the timeless language of colognes — their freshness, luminosity and ability to accompany everyday life — while bringing it into a new contemporary expression. More intense, more precise and more profound, yet always remaining true to the simplicity that has historically defined this olfactory universe.

"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.

Four compositions, a single excellence in fragrance

Colónias Absolutas Puig brings together four creations, each with its own distinctive expression, yet united by the same philosophy: to reinterpret the world of cologne through a contemporary, precise and deeply sensory approach to perfumery.

- **Agua Brava** revisits one of the most iconic creations in **Puig**’s history. Through Jean-Claude Ellena’s vision, its original aromatic character evolves into a deeper, more sensual and woodier interpretation.
- **Agua Lavanda Iris** draws inspiration from the historic Agua Lavanda, exploring the meeting point between the familiar freshness of lavender and the nobility of white iris in a luminous, serene and refined composition.
- **Agua Noble** was born from the creative dialogue between Manuel Puig and Jean-Claude Ellena. Built around orange blossom and Andalusian leather, it expresses elegance through simplicity.
- **Agua Mediterránea**, the newest creation in the collection, finds in the fig leaf the ultimate olfactory symbol of the Mediterranean. A fresh, green and radiant fragrance that evokes the feeling of sitting beneath a fig tree at the height of summer.

The meeting of two legacies

Showcasing the collection at Santa Eulalia is a natural step for a project conceived around authenticity, olfactory excellence and respect for savoir-faire. A setting where every object, every creation and every detail reflects the same pursuit of quality and meaning.

“As Head of Niche Perfumery at Santa Eulalia, I believe this collection fits perfectly within our carefully curated selection thanks to its exceptional quality and sophistication. For that reason, we have reserved a prominent place for it in our perfumery,” commented Sandra Domínguez, Director of Santa Eulalia.

It is a dialogue between two houses that share the same vision of excellence: respect for craftsmanship, appreciation of time, meticulous attention to detail and the desire to create beauty that stands the test of time.

Two family houses. One enduring vision.

Practical information

Colonias Absolutas Puig will be available exclusively at Santa Eulalia from July 8th.

- The collection's only physical point of sale.
- Available internationally through the official Colonias Absolutas Puig e-commerce platform (<https://coloniasabsolutas.puig.com/>) and the Santa Eulalia e-commerce platform (<https://santaetulalia.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 2025, **Puig** recorded net revenues of €5,042 million. **Puig** sells its products in more than 150 countries and has offices in 33 of them.

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Further information:

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