

Maison Magnus: home fragrance takes on the look of décor

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Conceived by two, lived by three: Maison Magnus's first collection, Éternels, turns home fragrance into a signature. Refillable fragrances, created in Grasse, that make the home an olfactory territory.

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A SILLAGE THAT BELONGS ONLY TO YOU

In a living room, two fragrances can coexist. Each has its own substance, its own staying power, its own way of inhabiting the space. Separately, they exist as complete signatures; together, they can give rise to a third sillage, that of the place they inhabit. This is the principle that underpins **Éternel | Éternelle**, the first collection from [Maison Magnus](#), a French home fragrance house launched in January 2026. The idea came from a simple observation by its founder, Christophe Chonavel: home fragrance could go further than mere ambiance. It could become a signature of the home, a way of expressing the personality of those who live there. **Éternel | Éternelle** responds to this vision with a range in three paths — for him, for her, for them — without opposition or hierarchy. Each composition affirms its presence, its staying power, its resonance, and makes the home the true field of olfactory expression.





GRASSE, TEXTURE BEFORE THE NOTE

The collection's fragrances are formulated at a 20% concentration by Karine Deraco, a perfumer based in Grasse. Flowers, citrus, fruits, woods and leather form the olfactory backbone of this first composition. What distinguishes each signature is the texture of the sillage, the way the fragrance occupies the space, transforms the air and interacts with the materials of the place. **Éternel** works the material of the home around wood, smoky leather, patchouli, sandalwood and spices. **Éternelle** builds its resonance around violet, tea, jasmine, leather, woods and musks. "I believe strongly in synergy," confides Christophe Chonavel. For him, when two signatures coexist in a shared interior, they do not simply overlap: they can give birth to a new olfactory presence. A third sillage, shaped differently by each home.



BOTTLES DESIGNED TO LAST

At Maison Magnus, the glass bottle is refillable. The gesture reflects the house's philosophy: creating durable objects, designed to accompany interiors over time. A reed diffuser is under consideration, in the same spirit. For now sold online and in Europe, the brand is considering **collaborations** Ad with selected boutiques and hotels. Collections will be renewed every six months, always in three variations. "You have to let time take its time, like a perfume leaving its mark," the founder remarks. Maison Magnus builds its path slowly, collection after collection, like a perfume that settles in to mark a place.



Maison Magnus

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