



NICHE SEPTEMBER 17, 2026 3-minute read MAGNUS HOUSE

Maison Magnus: home fragrance reimagined as a modular and refillable object

A young French brand has just reinvented home fragrance. Their idea: a unique, modular object that perfumes your home in two different ways, and a philosophy that refuses to confine fragrances to categories. We received this collection as a preview to present it to you. Discover [Maison Magnus](https://www.maisonmagnus.com/) (<https://www.maisonmagnus.com/>) and its vision of fragrance as the signature of a space.

A house born in Grasse, with a bias

Maison Magnus is a new home fragrance brand whose creations are developed in Grasse, the historical cradle of French haute parfumerie, and manufactured in France. But beyond its geographical roots, what distinguishes the brand is its philosophy.

At Maison Magnus, home fragrance isn't considered a mere "extra," a quick gesture, a finishing touch to be hastily sprayed. It's seen as a true signature of a space, an invisible presence that transforms the perception of a room, its rhythm, its elegance. The house sums up its approach with the phrase "Self-Confidence": the idea that a home isn't just perfumed, it's a signature. And true to this spirit, the house refuses to create a gender divide. Each signature scent is there to be freely experienced by everyone, within a range designed for him, for her, and for them.

One bottle, two steps

Let's get to the central idea, the one that makes the object so clever. The Maison Magnus bottle is entirely modular, and the whole system is handcrafted.

On one side, you screw the spray head onto the bottle and use it as a room spray for a controlled fragrance presence that you can adjust according to the moment and your mood. On the other side, you remove the spray, attach the diffuser cap, insert the reeds, and the same bottle transforms into a reed diffuser for continuous fragrance diffusion throughout the room.

One single object, two actions, and you choose according to the moment: a targeted and controlled presence with the spray, or a continuous signature with the reeds. And above all, everything is refillable. The bottle is made of glass, it unscrews, and it's filled with 100ml refills; a transfer funnel is even included to preserve the ease of refilling. The container is kept and passed down; the act of refilling becomes a ritual, in an elegant and responsible approach that contrasts sharply with the disposable products of traditional room fragrances.

Two signatures in dialogue

As for fragrances, Maison Magnus works with a duo, and I was able to test them over several days. Both are concentrated at 20%, the equivalent of an eau de parfum, but designed for space, which explains their remarkable longevity and diffusion.

