

PATRICK & MARCEL

MAISON DE HAUTE COIFFURE

PARIS

WHERE THE SPIRIT OF HIGH JEWELLERY
MEETS HAUTE COIFFURE.

— Patrick & Marcel

OUR STORY

PATRICK & MARCEL was born from a singular vision: to create a contemporary Parisian Maison where beauty becomes a true art of living.

This vision was founded on a conviction: beauty deserves a place worthy of the greatest French traditions, where Haute Coiffure is pursued with the same level of excellence as the world's most distinguished luxury Maisons.

PATRICK & MARCEL embodies a Maison that celebrates the grandeur of Paris and the timeless elegance of the Hall of Mirrors at the Palace of Versailles, where beauty becomes an experience to be lived.

Paris is the birthplace of Haute Coiffure and the world capital of luxury. It was therefore the natural home for this vision.

As a member of HAUTE COIFFURE FRANÇAISE, PATRICK & MARCEL belongs to a tradition of excellence that has represented the highest standards of French hair artistry since 1945.

Today, the Maison continues to evolve while remaining faithful to the spirit that inspired its creation: to contribute, in its own way, to the enduring influence of Paris as a global symbol of refinement, creativity, and excellence.

THE VISIONARIES

The Founders of the Maison

Patrick and Marcel share a singular conviction.

That **Haute Coiffure** can be elevated to the level of an art, guided by the same standards of excellence, precision, and emotion that define the world of High Jewellery.

Today, that vision finds its expression within **PATRICK & MARCEL**, where every guest is welcomed with the same care and respect devoted to a unique creation.

From the great fashion capitals to international runway shows, from editorial studios to red carpets around the world, every encounter, every experience, and every creation has enriched their vision and shaped the identity of the Maison.

Today, that vision remains at the very heart of **PATRICK & MARCEL**.



MAISON DE HAUTE COIFFURE

In the heart of Paris, where history and elegance meet, PATRICK & MARCEL – PARIS was born from a contemporary vision of luxury, embodying an exceptional Maison de Haute Coiffure.

Driven by an unwavering pursuit of excellence, the Maison elevates Haute Coiffure into an art, where every detail is shaped with absolute precision and refinement.

From its original address on the **Rive Gauche**, just moments from the Eiffel Tower, to its second Maison on prestigious **Avenue Hoche**, facing the Royal Monceau – Raffles Paris, PATRICK & MARCEL expresses one of the contemporary signatures of Parisian elegance.

Each space has been conceived as an immersive experience, inspired by the splendour of the Hall of Mirrors at the Palace of Versailles and reinterpreted through a contemporary lens.

More than a destination for beauty, the Maison offers a world where craftsmanship, artistry, and emotion come together with effortless grace.





RIVE GAUCHE MAISON

Where the vision was born.

On the Rive Gauche of Paris, just steps from the Eiffel Tower, where heritage meets creation, PATRICK & MARCEL found its first home.

Here, every experience begins with listening before creation, and every creation begins with understanding the individual before revealing their beauty.

For those seeking complete privacy, the Maison offers a dedicated private space for bridal preparations, designed with respect for personal, cultural, or religious preferences. Every service unfolds in an atmosphere of absolute discretion, serenity, and comfort.

Beauty never reveals itself in haste. It unfolds with patience, precision, and mastery.

Every detail has been conceived with a single purpose: to create an experience as unique as the person who lives it.

It is here that the soul of PATRICK & MARCEL was born—and with it, a story written in the heart of Paris.





AVENUE HOCHE MAISON

Where excellence reaches its highest expression.

At the heart of Paris's Golden Triangle, just moments from the Arc de Triomphe and facing the Royal Monceau – Raffles Paris, PATRICK & MARCEL Avenue Hoche embodies the Maison at its most accomplished expression.

Created for those who seek the highest standards of excellence, every space reflects serenity, discretion, and exceptional craftsmanship.

Here, Haute Coiffure Française is approached with the precision of architecture and the refinement of High Jewellery.

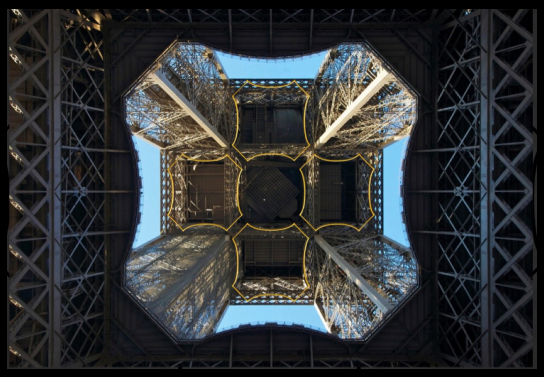
Time is offered generously. Perfection is pursued with patience.

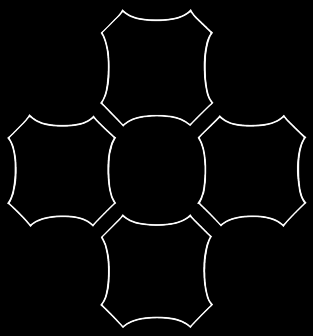
Every creation is conceived to reveal an elegance unique to a single individual.

For true luxury is never defined by excess. It is defined by perfection.

THE BIRTH OF THE MONOGRAM

Born from the heart of the Eiffel Tower.





The PATRICK & MARCEL monogram was born from the heart of Paris.

Its inspiration comes from the architectural core of the Eiffel Tower, where four monumental structures converge around a central point in perfect balance and symmetry.

Rather than reproducing the monument itself, the monogram transforms this unique geometry into a distinctive visual signature.

The central form reflects the heart of the structure, while the four surrounding elements evoke the architectural foundations that give it strength, stability, and harmony.

More than a logo, it is an architectural signature that embodies the spirit of Paris and the identity of PATRICK & MARCEL.

Born from the heart of the Eiffel Tower.
To crown the identity of PATRICK & MARCEL.

THE OLFACTORY CREATION

Where the spirit of High Jewellery becomes fragrance.



To bring its olfactory vision to life, PATRICK & MARCEL, Maison de Haute Coiffure Paris, entrusted Maison Dorin Paris—the perfumer behind the collection—with the composition of four exclusive hair fragrances.

The collection draws its singular character from the distinguished heritage of Maison Dorin Paris. In 1780, Queen Marie-Antoinette and King Louis XVI appointed the Maison as a Supplier to the Royal Court of Versailles, in recognition of its exceptional savoir-faire and refined artistry in perfumery.

From the encounter between this royal olfactory heritage and the contemporary vision of PATRICK & MARCEL, four creations were born, each embodying the universe and identity of the Maison.

In an exceptional olfactory vision, these creations go beyond drawing inspiration from the brilliance of High Jewellery. They reach into its spirit and heart, reimagining their essence as precious fragrance notes.

The result is a collection of four exclusive hair fragrances, each bearing its own distinctive olfactory signature—a subtle yet unforgettable trail, and an invisible jewel worn upon the hair.

THE OLFACTORY ALCHEMY OF THE FOUR HEARTS

Where the nature of each gemstone becomes an olfactory signature.

The four fragrances did not take the names Emerald, Ruby, Sapphire and Black Diamond as mere titles. Each was born from a creative interpretation of the true nature of its gemstone.

Their colours, structures, depth and inner light are transformed into olfactory sensations that embody the spirit of each stone and express its singular identity.

The gemstones are not ingredients within the formulas. They are their creative origins: four natural truths, reimagined through the art of perfumery.

EMERALD HEART	— RENEWAL
RUBY HEART	— INNER FIRE
SAPPHIRE HEART	— INFINITY
BLACK DIAMOND HEART	— THE ABSOLUTE

GEMOLOGICAL REFERENCES

The creative philosophy of the four fragrances draws upon the natural characteristics of their gemstones. Discover the gemological nature of each stone through the Gemological Institute of America — GIA.

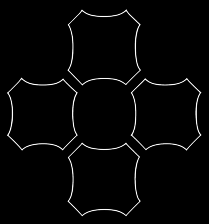
EMERALD — GIA

RUBY — GIA

SAPPHIRE — GIA

BLACK DIAMOND — GIA

Independent scientific references. No certification, endorsement or affiliation is implied.



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