

ASSOULINE

FEBRUARY 2026 | CLASSICS COLLECTION

ROBERTET: FROM SEED TO SCENT

Text by Élisabeth de Feydeau



assouline.com

ASSOULINE

“Our roots are those of a family company established in Grasse, France, the birthplace of perfumery, and infused with singular savoir-faire in creating fragrances, flavors, and ingredients, expertise that has since made us the world leader in natural raw materials.”
—Philippe Maubert, chairman of the board, Robertet

Founded 175 years ago in Grasse—the perfume capital of France—Robertet has grown into a global leader in natural ingredients for fragrances and flavors. From rose and jasmine to tuberose, vanilla, and maté, its sensory creations from all around the world enrich everyday life.

In the delicately crafted *Robertet: From Seed to Scent*, acclaimed French author and perfumery expert Élisabeth de Feydeau unveils the secrets behind the Robertet family legacy and the artistry of scent-making. For nearly two centuries, members of the Maubert family have been personally involved in building a strong and visionary company, one that remains true to its roots while continually embracing innovation and the future.

But the book’s essence goes beyond sharing Robertet’s history and legacy, guiding readers through the intricate process of extracting scents—from the moment an ingredient first buds to the instant it’s ready to grace our sense of smell—and breaking down each step, from seed to scent. The company’s unwavering commitment to naturals, sustainability, and excellence shines through on every page, and the book takes readers behind the curtain to discover the true magic of this industry—the magic of Robertet.

About the author:

French historian and writer Élisabeth de Feydeau holds a Ph.D. in history from Paris IV-Sorbonne. An expert on major perfume houses and a “hunter of stories and scents,” she founded her own consulting firm in olfactory and cultural development: Arty Fragrance. As a writer, she has authored several books on the history of perfume, including *A Scented Palace: The Secret History of Marie Antoinette’s Perfumer* (I. B. Tauris, 2006), *Les Parfums, Histoire, Anthologie, Dictionnaire* (Collection Bouquins, R. Laffont, 2011), *The Guerlain Story* (Flammarion, 2017), and *Elsa Schiaparelli, l’extravagante* (Flammarion, 2022), which have been translated into many languages. A professor at ISIPCA (School of Perfumers), she is also a curator of exhibitions and a lecturer worldwide. Since 2013, as a historian, she has contributed regularly to French television programs.

Text by Élisabeth de Feydeau
10 x 13 in - 25 x 33 cm | 260 pages | hardcover
ISBN: 9781649805591 | \$120 - €120 - £100
FEBRUARY 2026

ASSOULINE

SELECTION OF PRESS-APPROVED IMAGES



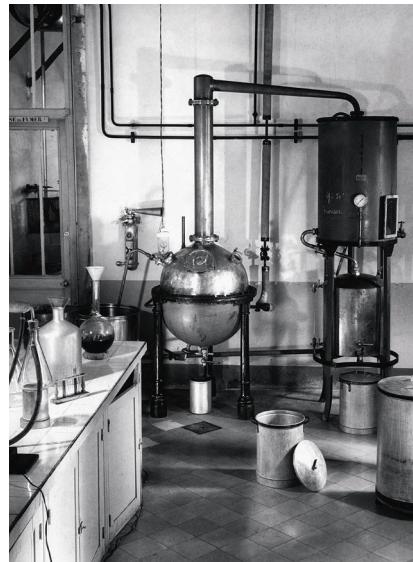
1 Robertet



2 Robertet



3 Robertet



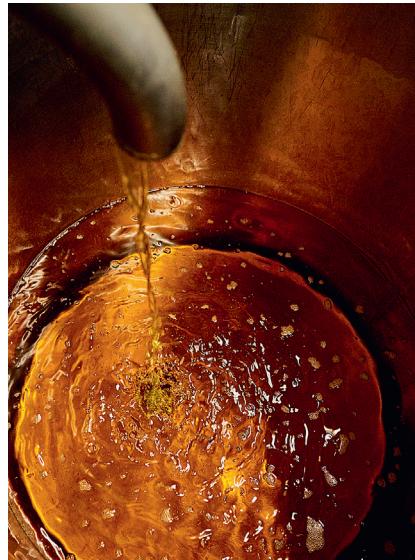
4 Robertet



5 Georges Maubert

ASSOULINE

SELECTION OF PRESS-APPROVED IMAGES



6 Stéphane Martinelli



7 Stéphane Martinelli



8 Cyril Gourdin



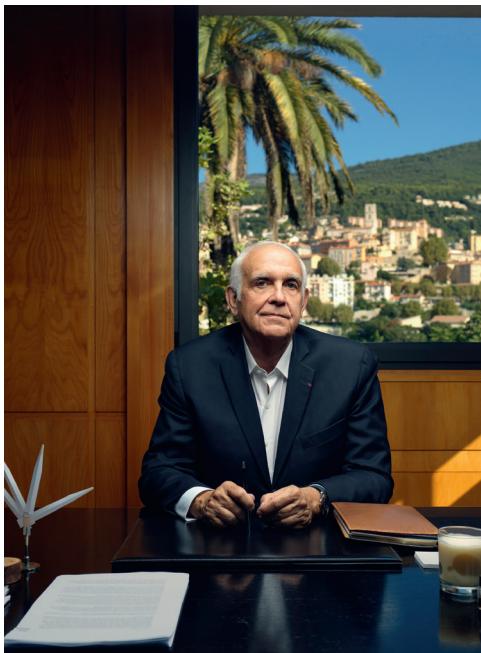
9 Stéphane Martinelli



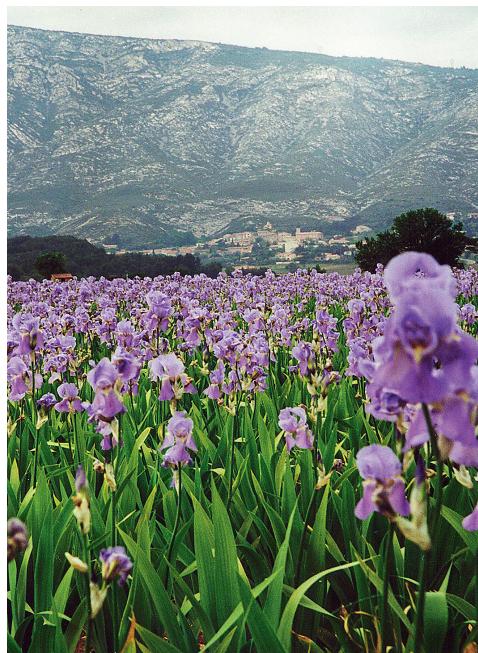
10 Cyril Gourdin

ASSOULINE

SELECTION OF PRESS-APPROVED IMAGES



11 Roman Jehanno



12 Robertet



13 Robertet



14 Robertet

ASSOULINE

SELECTION OF PRESS-APPROVED IMAGES



15 Stéphane Martinelli



16 Cyrille George Jerusalmi



17 Robertet



18 Robertet

| Années | Alcool | | | | Benzol | | | |
|--------|------------------|-------------|-------------|-------------|------------------|-------------|-------------|-------------|
| | Prix des Gousses | Mt. Gousses | Mt. Gousses | Mt. Gousses | Prix des Gousses | Mt. Gousses | Mt. Gousses | Mt. Gousses |
| 1925 | 197. | - | - | - | 1946 | 2440. | - | - |
| 1926 | 165. | 29. | - | - | 1947 | 2440. | 33,7 | 3,7 |
| 1927 | - | 35,1 | - | - | 1948 | 2440. | 37,3 | 5,8 |
| 1928 | 140. | - | - | - | 1949 | 2423. | - | 5,8 |
| 1929 | 176. | - | - | - | 1950 | 2423. | 30. | 5,8 |
| 1930 | - | - | - | - | 1951 | 2423. | 30. | 5,8 |
| 1931 | - | 44,0 | - | - | 1952 | 2423. | 30. | 5,8 |
| 1932 | 52. | - | - | - | 1953 | 2423. | 36,5 | 4,5 |
| 1933 | - | - | 9,8 | - | 1954 | 7423. | - | 4,5 |
| 1934 | 68. | - | 9,8 | - | 1955 | 7423. | - | 4,5 |
| 1935 | - | - | 10. | - | 1956 | 7423. | - | 4,5 |
| 1936 | 96. | - | - | - | 1957 | 2423. | 35,5 | 4,5 |
| 1937 | - | - | - | - | 1958 | 2423. | 35,5 | 4,5 |
| 1938 | 250. | - | 10. | 10,04 | 1959 | 2423. | 35, | 4,5 |
| 1939 | 435. | - | - | 9,87 | 1960 | 97,7 | 33 | 4,5 |
| 1940 | 450. | - | - | 8,91 | 1961 | 1770. | 33 | 4,5 |
| 1941 | 445. | 47,6 | 21,1 | 10,01 | 1962 | 1770. | 33 | 4,5 |
| 1942 | - | 24,3 | 30,2 | 9,35 | 1963 | 1711. | 32 | 4,5 |
| 1943 | - | - | - | - | 1964 | 1711. | - | 4,5 |
| 1944 | - | - | - | - | 1965 | 62,38. | 32. | 4,5 |
| 1945 | 930. | - | - | 14,8 | 38,4 | - | - | - |

19 Robertet/Photo © Assouline



20 Stéphane Martinelli

ASSOULINE

PRESS-APPROVED IMAGES CAPTIONS

- 1** Roses are hand-picked early in the morning to preserve their aroma.
- 2** The family business has preserved the formulas for the compositions it has created since its founding in 1850.
- 3** The “absolute workshop.”
- 4** All experiments take place in the factory’s laboratory. In 1950, a process called *butaflor* was invented, wherein absolute flavors are obtained through extraction, using liquefied butane gas as a solvent.
- 5** Using solvents, Robertet extracts an absolute, which is used in perfumery to give a fragrance body and volume and is generally found as a heart or base note.
- 6** This mixture of concrete and alcohol is cooled and then filtered to remove impurities. It is then distilled to obtain the absolute.
- 7** Vanilla is a very precious plant: About eight thousand tons of natural vanilla are produced every year.
- 8** Enfleurage is a traditional extraction method that involves placing flowers on trays covered with vegetable fat to absorb their scents.
- 9** With flowers evocative of the sun, mimosa brightens up winter and fills the air with its fragrance in southeastern France.
- 10** As with roses, the use of a volatile solvent dissolves the molecules present in the jasmine petals.
- 11** Philippe Maubert in his office at Robertet’s historical location in Grasse.
- 12** The irises’ roots are harvested after more than three years of growth.
- 13** The irises’ rhizomes are used to extract the precious essence.
- 14** Villa Blu, Robertet’s start-up accelerator, was created in 2023. Every year, around twenty young companies from around the world are welcomed to innovate and explore new fields of activity.
- 15** Robertet’s industrial site, located in Grasse, was bought in the 1980s and renovated in 2017.

ASSOULINE

PRESS-APPROVED IMAGES CAPTIONS

16 The Maubert family in full, at Philippe Maubert's home in 2025. From left: Julien Maubert, Philippe Maubert, Christophe Maubert, Arthur Le Tourneur d'Ison, Jean-Baptiste Maubert, and Olivier Maubert.

17 Depiction of Robertet's factory in Grasse, twentieth century.

18 Once harvested, the fresh roses must then be brought back to the factory as quickly as possible, to preserve the strength of the fragrance.

19 Robertet's record of vanilla beans yielded between 1925 and 1945.

20 A cart filled with mimosas on its way to the Robertet factory.

ASSOULINE

About Assouline:

Founded in Paris in 1994 by Prosper and Martine Assouline, Assouline is the first luxury brand on culture. Guided by a passion for knowledge, culture and travel, the company has published over 2,000 titles in five main collections, along with special editions and unique library accessories. Assouline's roster of collaborators includes some of the world's most respected brands, artists, photographers, writers and designers. With an unparalleled signature style and elegant savoir faire, Assouline has globally redefined modern publishing.

PRESS CONTACT

FOR PRESS INQUIRIES, PLEASE EMAIL PRESS@ASSOULINE.COM

ASSOULINE - 3 PARK AVENUE, 27TH FLOOR - NEW YORK, NY 10016 - OFFICE: +1 (212) 419 5631

www.assouline.com

