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Quiet Luxury, Strong Brand

Classic Parfums Secures Floraïku for Germany and Austria

Frankfurt am Main, November 17, 2026 – Another major achievement for Classic Parfums in the international luxury fragrance segment: the distributor, which specializes in luxury and niche scents, has secured the globally sought-after haute parfumerie brand Floraïku for Germany and Austria. Founded by Clara and John Molloy—the creative minds behind Memo Paris—Floraïku blends French perfumery, Japanese poetry, imaginative illustrations, and exceptional design. With its distinct creative signature, the brand has established itself internationally, with a presence at retailers such as Harrods in London. Classic Parfums will manage the selective distribution of the entire collection.



From left: Stephan Kemen, CEO of the Mäurer & Wirtz Group and Co-CEO of Classic Parfums and The Nose Behind; John Molloy, co-founder of Floraïku; and Herbert Stricker, CEO of Classic Parfums and The Nose Behind, at the contract signing during the TFWA exhibition in Cannes.

A Creative World That Extends Far Beyond Perfume

Every creation by Floraïku is part of a world encompassing fragrance, poetry, illustration, and design. A Japanese-inspired aesthetic defines the perfume bottles, the brand's signature bento boxes, and the concepts behind each individual collection.

"What Clara and John Molloy have created with Floraïku is truly impressive," says Herbert Stricker, CEO of Classic Parfums and The Nose Behind. "The imagination, the attention to detail, and the interplay between the art of perfumery, Japanese poetry, and extraordinary design—every element here is part of a grand creative vision. I find it particularly fascinating how this world unfolds—from the fragrance itself and the intricate illustrations all the way to the bento box. Floraïku is a total work of art!"

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International Momentum for a New Facet of Niche Perfumery

Alongside the enduringly popular warm and opulent fragrance worlds, Floraïku is setting a trend with international resonance: finely composed, intimate scent signatures—subtle, expressive, and possessing an unmistakable character.

“With Memo Paris, Clara and John Molloy have already demonstrated the international impact that an extraordinary creative vision can achieve,” says Stephan Kemen, CEO of the Mäurer & Wirtz Group and Co-CEO of Classic Parfums and The Nose Behind. “Floraïku is once again setting standards—with a visual identity that is second to none, and delicate, subtle fragrance signatures that will be in even greater demand within the niche perfumery sector. Classic Parfums is the premier partner for providing such brands with the stage they deserve in Germany and Austria.”

Perfume as Poetry: France Meets Japan



Inspired by a trip to Japan, Clara and John Molloy founded Floraïku in 2017, blending the French art of perfumery with Japanese ritual culture. The name combines “Flora”—an allusion to nature—with “haiku,” the Japanese form of poetry. The collections draw inspiration from elements such as tea ceremonies, flower arranging, and incense rituals.

“With Floraïku, we wanted to create a world in which perfume, poetry, and beauty merge into a single experience,” says John Molloy, co-founder of Floraïku. “Japan has been a profound inspiration for Clara and me—the special attention paid to gestures, materials, and the beauty of the fleeting moment. You can feel this in every one of our creations. We look forward to working with Classic Parfums to bring Floraïku to a new stage in Germany and Austria.”

Birdwatcher by Floraïku: A poetic visual world centered on birds, movement, and lightness accompanies the new Light Shadow from the Shadowing™ Collection.

Design as Part of the Fragrance Ceremony

A hallmark of the brand is its signature "bento" format: the packaging combines a 50ml bottle with a 10ml travel spray. The ornate cap doubles as a case for the travel spray—a creative fusion of design and function.

The Shadowing™ concept further highlights the brand’s ingenuity. It involves applying two fragrances side-by-side: a complementary composition accompanies the chosen scent like a shadow, revealing new olfactory facets. This concept—evoking the relationship between a person and their shadow—offers a poetic new way to personalise one’s signature scent.

With Birdwatcher, Floraïku expands this concept by introducing a new "Light Shadow." Inspired by the world of birds, their movements, and the fleeting lightness of a moment, this creation fits seamlessly into the brand’s imaginative universe. Another internationally renowned creation is Sand And Skin, whose warm, sensual signature showcases yet another facet of the brand’s diverse portfolio.

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About Floraïku
Floraïku is a French haute-parfumerie brand launched in 2017 by Clara and John Molloy, the founders of Memo Paris. Inspired by Japanese poetry, nature, and ritual culture, the brand blends the art of French perfumery with a distinctive visual aesthetic. Its hallmarks include signature bento-style packaging and the "Shadowing™" concept, which offers a poetic new way to personalise one's signature scent. Floraïku maintains an international presence within the selective luxury market. For more information, please visit www.floraiku.com.

About Classic Parfums and The Nose Behind
Classic Parfums is recognized as one of the leading distributors of luxury and niche fragrances in German-speaking countries. The company currently represents twelve fragrance brands and has played a pivotal role in the development and brand awareness of international labels such as Widian, Pana Dora Sweden, and Gritti. Under the leadership of Herbert Stricker, Classic Parfums has built an outstanding reputation through curated exclusivity, a keen sense of brand strategy, and deep industry expertise.
The Nose Behind is a rapidly growing distribution company within the luxury sector, representing heritage brands such as Clive Christian and the recently acquired fragrance house Thameen London. Furthermore, The Nose Behind GmbH manages the exclusive perfume collections created by Herbert Stricker himself. The Roberto Ugolini collection, with its focus on craftsmanship, reflects the atmosphere of the Renaissance city of Florence—a place where history and artisanal skill are ever-present and tangible. The company's second proprietary brand, The Nose Behind, captures unique places, moments, and memories, transforming them into high-quality, long-lasting compositions. Each fragrance tells its own story and is designed for connoisseurs of complex perfumes who seek the extraordinary. Further information about Classic Parfums can be found at www.classicparfums.com, and about The Nose Behind at www.nosebehind.org.

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