

STRONG MAN

MAËL - THE SCENT OF MEN

the one behind
MARKUS HOHMANN



FSHN: FSHN - Magazine has already featured MAËL - THE SCENT OF MEN in a previous issue. For our series called "Strong Men," we would like to learn more about the man behind this fragrance. Could you tell us a little more about yourself?

MH: Yes, it's quite the adventurous story. I grew up in the south of Germany, with the beautiful backdrop of Bavaria's mountains and lakes. I went on to study architecture in Munich and was impressed by the architectural diversity and richness of the city.

The Bavarian capital offered a wealth of designs which sparked my second passion - my love for architectural photography.

Since childhood, another passion of mine has been sports and I tried out for various different types: mountain biking, skiing, tennis, football, track and field, ice hockey, water-skiing, wake-boarding and snowboarding. In 2000 I discovered my fascination with kite surfing. During a holiday, I observed kite surfers and found myself impressed by this sport, even though it was still widely unknown in Germany. I made my first experiences - bruises included - with a stunt kite.

Excitement quickly turned into a passion and finally success. I took on this sport at a semi-professional level and quickly found sponsors and agents who committed me to become a sports model. I travelled almost all continents with my kite board and of course, my camera joined me on every journey!

A serious injury to my cervical spine put my professional sporting career on hold for a few years. Fortunately, I had been able to hang on to good friendships and contacts and was able to form part of the team at the architectural firm again.

And next to my passion for sports and architecture, there's of course also the greatest love of my life - my family!



FSHN: That's a great balancing act between your professional life, sports and your family. How did you get into the idea of developing your own perfume, on top of everything else?

MH: The idea arose while I was kite surfing in the south of Italy. The weather conditions were bad over a period of several days, so we had infinite time to dedicate ourselves to other creative outlets. This is when the idea took shape to develop a fragrance for men that captures the activity, vivacity and fascination of surfing.

The first creation wasn't very successful: it featured the name "sand" and literally smelled like the word too - we didn't really find it all too exciting. But we couldn't get the idea out of our heads so we put all our enthusiasm and passion into the fragrance until finally, at the beginning of 2010, the MAËL - SCENT OF MEN was born. Initially we only produced a small amount as a surprise gift for our friends and acquaintances. The next step was to secure the trademark rights and organize the logistics for the ingredients and packaging. This is how MAËL - SCENT OF MEN started its successful journey - by now, throughout the whole world.



FSHN: What are the future plans for MAËL- THE SCENT OF MEN?

MH: As an exclusive fragrance for the modern man, MAËL -SCENT OF MEN is perfect and classic within itself. The name MAËL is Celtic and is unisex. It means prince and/or princess and therefore stands for the manly as well as the womanly attractiveness, strength and energy. That's why we are currently designing the female counterpart MAËL - SCENT OF WOMEN, with which we hope to enchant on the same level. Designing fragrances has led us into an exciting and fascinating world of scents and essences - let us surprise you!



FSHN: What is your personal assessment as to what constitutes an attractive man, and how he can find his matching scent?

MH: Manly attractiveness is not limited to bodily attributes like a toned body, shining eyes or a charming smile. More than anything, a man's inner values and qualities contribute to winning charisma. You don't learn this at the gym but at the school of life. Inner strength paired with a sense of humour, open-mindedness and kindness achieve an appeal that can make a man incredibly attractive. A truly strong man knows who he is and what he wants, and knows the difference between confidence and arrogance. He is aware of his qualities but does not need to prove them.

A fragrance mirrors one's personality and relationship to one's self similarly to a fashion item. Seeing as a perfume is something very personal, everyone has to find their own. Basically, you can't be attractive to everyone, and finding your own, individual scent is an exciting challenge. On top of that, perfume establishes its own scent in merging with the personal body odour of the person wearing it. The perfect scent is a valuable accessory for everyday life: a custom-designed body-dress, an invisible protective shield, a secret weapon!



FSHN: The perfume market is highly competitive and becoming successful within the trade is definitely challenging. What convinced you, that this business idea would be successful?

MH: Our entire philosophy! Our motto is quality and exclusivity and this concept relates not only to the scent but the entire manufacturing process. There are plenty of male perfumes and, driven by our passion for the extraordinary, we wanted to create a special fragrance that combines the modern man's range of expressions in one essence. A statement for the modern man - not with words, but with the most immediate, human sensory perception: the smell.

We rely on premium quality from the perfume mecca that is the south of France, one hundred percent. This is where MAËL is manufactured according to our design specifications, using exquisite ingredients such as wild mint, grapefruit, orange, cardamom and black pepper.

MAËL is not a factory or firm that sets out to mass produce; it's a small perfume manufactory. We deliberately decided against suppliers from Asia. We produce lovingly by hand and each Eau de Parfum is unique. MAËL stands for individuality and class and we will always remain an exclusive manufactory that moves outside of the mainstream and produces in limited editions. We follow our philosophy in an uncompromising and methodical manner, and our exclusive clientele appreciates this, seeing as we share our love for the extraordinary in common.

Our attention to uniqueness is also reflected in the design. Unlike most male perfume bottles, ours is not made of glass but aluminium, in order to match the sporty character. This has the advantage, that you can easily carry the scent in your sports bag without running the risk of the bottle breaking. All materials are made from environmentally friendly components.

Even in terms of service, our motto is "exclusivity": We are available to our clients 24/7 and for the "MAËL 2Go Limited Edition," we even offer an unconditional money-back guarantee, should the fragrance not match the equivalent of the customer's expectations. As of yet, no one has claimed this warranty, which shows us that we have done a good job with our creations.

