

Puredistance AMBRAGIO

"A Warm Embrace"

Four years ago I met Stéphanie Bakouche in Paris and I asked her to create a perfume for Puredistance. I explained her the concept and the name of the perfume. But the time was not right and the intended perfume concept did not work out.

But I was convinced Stéphanie was able to create something exceptional when the circumstances would change and allow her to connect to her heart and soul again.

My feeling was was right and she did.

On the next page I have summarized every major step of the process of the creation of AMBRAGIO. A human process. A very rewarding process with a beautiful outcome.

About AMBRAGIO I can be short. If you love a warm and unrushed embrace, if you don't mind a perfume is sensual in a natural way, try AMBRAGIO.

This beautiful perfume doesn't need many words to be described, it speaks for itself: very eloquently and without any hesitation.



Jan Ewoud Vos
Founder Puredistance

THE CREATION OF PUREDISTANCE AMBRAGIO: 4 INTENSE YEARS

12.11.2022 | Hua Hin Thailand - The beginning

"Dear Stephanie, my wife and I are in Thailand, enjoying the chaos and the smiles. I hope you will be able to teach your students the balance between what's necessary for a good perfume and the intuition that is allowed to make mistakes, the irrational that breaks rules without feeling guilty, and that dares to dream. Please only work on a new Puredistance perfume when you feel the egg will come out naturally: the subconscious mind needs time to come up with pre-processed brilliance."

The first 3 months of 2023 | Stéphanie moves to Paris

The delays. The messages unanswered. The scooter hit by a car. The jams. The kids to pick up at night. The classes. The theatre. The new lab. The samples. The packages. Summer's end. Time shrinking on itself. Classes. Lab works. Unanswered. Theatre. Kids. Traffic. Subway. Samples. Packages. Lab works. The first rains - unanswered - the cold, the rush, the noise, grey skies, a touch of rose here, greenness there, balsams - not enough, delays, edits, pipettes missing, a minute now holds only forty seconds, teach, grade, weigh, shift gears, act, smile, love, raise, create, reweigh, send, cook, drive, run.

08.04.2023 | Paris - An initial rejection

"Dear Jan, I underestimated how much the changes in my life had impacted my creativity. This period is now over. Let me do my utmost to meet take on this challenge. My demand is not led by pride but by the fact that your concept is beautiful and I know that I can do much better."

14.04.2023 | Groningen - Carte blanche for something beautiful

"Dear Stephanie, I understand. I take life as it comes and have given up on the illusion that I can control it. I believe you wish to change. I believe you think you are ready. But wishing and thinking are not on the same as doing. I wish you had spent more relaxed time with yourself and your children than working on a new Puredistance perfume.

However, I am open to receive something you this time create in peace and straight from the heart. Not academically, not planned, not orchestrated, not timed. A perfume not contaminated with stress and with sweat. So NO concept. NO deadline. NO year of completion. One day you will smell and know you got it. Then you let me know. And when it good - very good - I will smell, feel and come up with a name and matching concept. Let's reverse things for a change!"

08.03.2024 | Paris - One year later

"Dear Jan, since our last conversation I did an insane amount of soul-searching. These two complete new works are truly dear to my heart and soul, and I honestly hope and believe that, through smelling them, we will see each other eye to eye."

14.03.2024 | Groningen - A beautiful perfume to be named 'AMBRAGIO'

"Dear Stéphanie, I love the perfume you have sent me. It is beautiful! I smelled and felt a deeply warming embrace that made me name it 'AMBRAGIO'. Unhurried warmth (ADAGIO & AMBERY) and intimate tenderness (ABBRACCIO)."

26.07.2025 | Paris - Ordering the first perfume oil for testing

"Dear Jan, I'm writing to confirm that a perfume sample was sent out yesterday by post. I look forward to feedback and validation so that we can proceed with confirming the pilot batch order with our supplier."

15.10.2026 | Paris - Launch of Puredistance AMBRAGIO

After four years AMBRAGIO sees the light and will be launched and it totally was worth the wait.



Perfumer Stéphanie Bakouche in her lab in Paris

puredistance
master perfumes

True Exclusivity



Perfumer Stéphanie Bakouche in her lab in Paris



*Stéphanie Bakouche and Puredistance Director
of International Sales Nele Tammiste in Milan*



puredistance
master perfumes
Timeless Beauty



October 18, 2026 we will release the AMBRAGIO Movie.

This short movie includes a poem, written by Jan Ewoud Vos & Stéphanie Bakouche and recited in French by Stéphanie.

The poem you can already read now on the last two pages of this document.



Ingredients AMBRAGIO:

Top notes: Dew-kissed Rose | Davana | Roman Chamomile | Rhum CO2 Extract.

Middle notes: Jasmine Absolute | Cistus Labdanum | Oman Incense.

Base notes: Vanilla Absolute Madagascar | Leather | Benzoin & Myrrh | Musc | Amber.

Extrait de Parfum: 25% perfume oil.

puredistance **AMBRAGIO** a master perfume



Puredistance AMBRAGIO 60 + 10 ml Perfume flacon

From September 2026 on all Puredistance 60 ml Perfumes from the Magnificent XII Collection will include the new Puredistance 10 ml refillable Travel Spray 'So Chic'. This 10 ml travel spray will not be sold separately and doesn't include any perfume, so you can fill it with any fragrance you want.

The new travel spray is a high quality and sustainable replacement for the 17.5 ml flacon that we don't produce anymore. Our existing stock of 17.5 ml flacons will continue to be available as long as stock lasts.



The new Puredistance 10 ml refillable Travel Spray

puredistance
master perfumes

puredistance
AMBRAGIO
a master perfume



Puredistance AMBRAGIO 100 ml Perfume flacon inside a chic leather holder

puredistance
master perfumes

puredistance
AMBRAGIO
a master perfume



Puredistance AMBRAGIO 100 ml and 60+10 ml flacon

puredistance
master perfumes

AMBRAGIO POEM

(Original version in French)

Un hiver long et froid
Trop longtemps en solo
Je prie pour ta chaleur
Un moment d'Ambragio

Sur ta peau de velours
Ma main sur toi, pas de mot
Comme tendre sceau d'amour
Je caresse ton dos

Je rêve d'un été chaud
Mes sens pleins d'Ambragio
La passion, l'intimité
Caché dans le satin de la sensualité

Eux tyrans, nous lumière
Nous pourrons tous les vaincre
Tu es l'endroit que je préfère
Là où s'apaisent mes craintes

Un frisson qui transforme
Nos têtes à têtes en corps à corps
L'amertume en réconfort
Pour qu'en paix je m'endorme

Que l'on gîte sur un nuage
Ou bien quelque bord de mer
Promets moi qu'au fil des pages
Nous protégerons ce mystère

Maintenant, mon cœur voilé peut être dévêtu
Grand ouvert, entièrement nu
Ambragio est la chaleur qui m'a toujours manqué
Qui me fait me sentir complète et comblée

Written by

Jan Ewoud Vos & Stéphanie Bakouche

AMBRAGIO POEM

(Translation in English)

A long, cold winter
Too long alone
I pray for your warmth
A moment of Ambragio

On your velvet skin
My hand on you, no words to show
Like a tender seal of love
I caress your back, o so slow

I dream of summer's heat
My senses full of Ambragio
Of passion and intimacy
Hidden in the satin of sensuality

They are tyrants, we are the light
Together we can win this fight
You are my favorite place to be
Where all my fears find peace in me

A shiver that transforms
Our tête-à-têtes to body storm
Bitterness to calm and warm
So I may sleep safe from harm

Whether we rest on a cloud
Or on some seaside shore
Promise me as the pages turn
We'll guard this secret evermore

Now my veiled heart can be undressed
Wide open to be caressed
Ambragio is the warmth I have always missed
that makes me feel complete - and blissed

Written by
Jan Ewoud Vos & Stéphanie Bakouche