



MCG

MANIFESTO

&

ORIGIN

02.06.26

Contents

Brand Philosophy	01
Origin Story	02
Brand Values	03
Brand values	04
Brand values	05
What we offer	06
What we refuse	07
What we refuse	08
What we believe	09
Closing statement	10

BRAND PHILOSOPHY

"For the ones who notice, who know that the most total experiences are the smallest.

A smell, a texture underfoot that carries the entire year inside or that particular silence before rain.

Ambedo "the serene feeling of being so absorbed in a singular moment that everything that is around you just simply fades away"

Each fragrance is embedded in a season where the small things are noticed and uplifted."

This will always be our inspiration and will always be at the heart of our company. Throughout the seasons and throughout our intentions.

Every part curated down to the smallest of details, never rushed.

01



ORIGIN STORY

it all began with our founder Amelie McGovern, growing up among her family's creative influence she found a fascination with botany and scents of nature.

Her love of botany came from foraging and growing plants to study and draw.

A specific plant really captured her imagination and that plant was Moss.

"The ancients called it the earth's shadow, the place where the world turns inward and whispers to itself."

This philosophy and the poetry she studied on a Friday evening in spring, whilst sitting near moss covered rock in the forest near her home gave her the idea to start MCG.

She created MCG for the ones who notice, who know that the most total experiences are the smallest. All fragrances are embedded in nature and move with the seasons they were created for.

MCG is for the people who love being alone with their thoughts and notice every small detail that makes their surroundings fade away completely.

It is said that "the forest keeps its memories in moss, it asks for almost nothing and returns everything." We keep our memories in fragrance and only ask to be noticed.



02

BRAND VALUES

1. Restraint over abundance

We make fragrances that are categorised into seasons. Each seasonal fragrance is only available in the season it was created, to be cherished in that season only. Once stock has gone for that season then it has gone for the year completely.

2. The small detail is everything

Every fragrance begins in a founding moment that is specific. This is also rooted in a corresponding season that represents it, the moment should capture and absorb us, if we cannot name the exact moment the fragrance came from then we do not make it.

3. Seasons as pillars

Living with the seasons is something our founder was fascinated by, every season brought new nature and new details to notice. The seasonality of the fragrances are deeply rooted in our essence. Spring is focused on top notes, Summer is focused on top and heart notes, Autumn is focused on heart and base notes and Winter is focused on base notes. Each have their focus but in turn they are complete. If we cannot attribute a fragrance to a specific season then we do not create it.

BRAND VALUES

4. Solitude as richness

We do not see aloneness as something to be fixed or filled. We see it as the condition in which the most vivid experiences can become possible. Everything we make is designed for the person who is most alive when alone and quietly they have come to love this about themselves. There is a special feeling of intimacy when alone and our fragrances are made for those moments that evolve throughout the year alongside you and the seasons.

5. The unwitnessed moment

Some of the most important moments in a persons life happen when no one else is watching. We make for those moments specifically, for you to remember and surround yourself when you need it most. Those moments will always be accounted for throughout each season of your life for every occasion and every form necessary.

6. Made once and kept always

We design everything, the pattern of the bottle, the weight of the cap, the texture of the label, the display box- to be kept. Not discarded. Each bottle is a work of art worth remembering. Every element is curated down to the smallest of details. The chosen elements have and reasons that stem from our founding and philosophy. Everything is curated with intention. Never rushed.

BRAND VALUES

7. Creativity and originality

We also create fully bespoke scents for our customers special moments to indulge in privately. The scent we create for them is private and completely unique. Its for their personal moments and we curate them with whatever they desire, along with our philosophy and framework. The experience is personalised and never rushed, created with purpose and intention down to the last detail.

8. Prescence over performance

We make fragrance for the private momets, not the public ones. To be noticed by ther person wearing them and the ones they hold close. Fragrance is something special and should connect to you and to the surroundings you are in. Connecting to your sould and to the earth, rooted in your perception and rooted in the seasons. It reminds you that everything brings new change and a chance for new experiences for you to be fully present in.

WHAT WE OFFER

"We create fragrance that is curated for the seasons and has a specific moment at the heart made for the ones who notice, we offer you the bliss of disappearing into it.

We offer you the unwitnessed moments. Made into something you can carry and value."

WHAT WE REFUSE

1. We will never sell a fragrance that is out of season. It contradicts our brand essence that is based on seasonal fragrance. Once stock for that season is gone then it is gone for the year. The season window opens at the start and closes once the next season arrives. Pre-orders can be taken but it is a first come, first serve basis usually.
2. If we cannot name the moment the fragrance was created for in detail, then we won't produce it. If we cannot attribute it to a season then we will not produce it.
3. Our fragrances will never only be based on mainstream trends.. We aren't built for short term hype or obsession, we are intentional.
4. The seasons are our main source of inspiration and categorisation, we will never release a fragrance or product without attributing it to a season, or categorise it incorrectly. Every product will sit in a seasonal group even if it is a candle, incense or body butters. Everything has a place.
5. Nature should always be present in our intention and designs, if it isn't then we will not create it. It is such a core part of our concept and our founding, we should never stray away from it.

WHAT WE REFUSE

6. We will never discount our products ever, our prices are intentional and reflect everything we hold in our values.
7. We will never rush the bespoke creation process, it is a 6 month process for design, curation and maturation, from start to finish.
8. Only 50 people are accepted per year for bespoke creation. There will be a wait list for this as there arent many spaces. Openings for this start when the seasonal windows open on march 21st, june 21st, september 21st, December 21st.
9. Bespoke services only come in 2 forms, we will never compromise. It will either be accord built or fully custom from scratch.
10. We will never enter a retail space that doesnt align with our values and operations.

These statments govern our every decision, and hold us accountable.

WHAT WE BELIEVE

We believe that being alone and at one with nature, to live through the seasons is the best experience anyone can have.

Fragrance should connect to you in the same way that emotions and nature does, it creates an atmosphere for experiences.

Why not have this surrounding you, making the smallest of moments feel memorable.

A thing worth wearing is a thing worth remembering.

We aren't just a fragrance brand, we are a fragrance brand built off of a lifestyle that many people admire and can relate to.

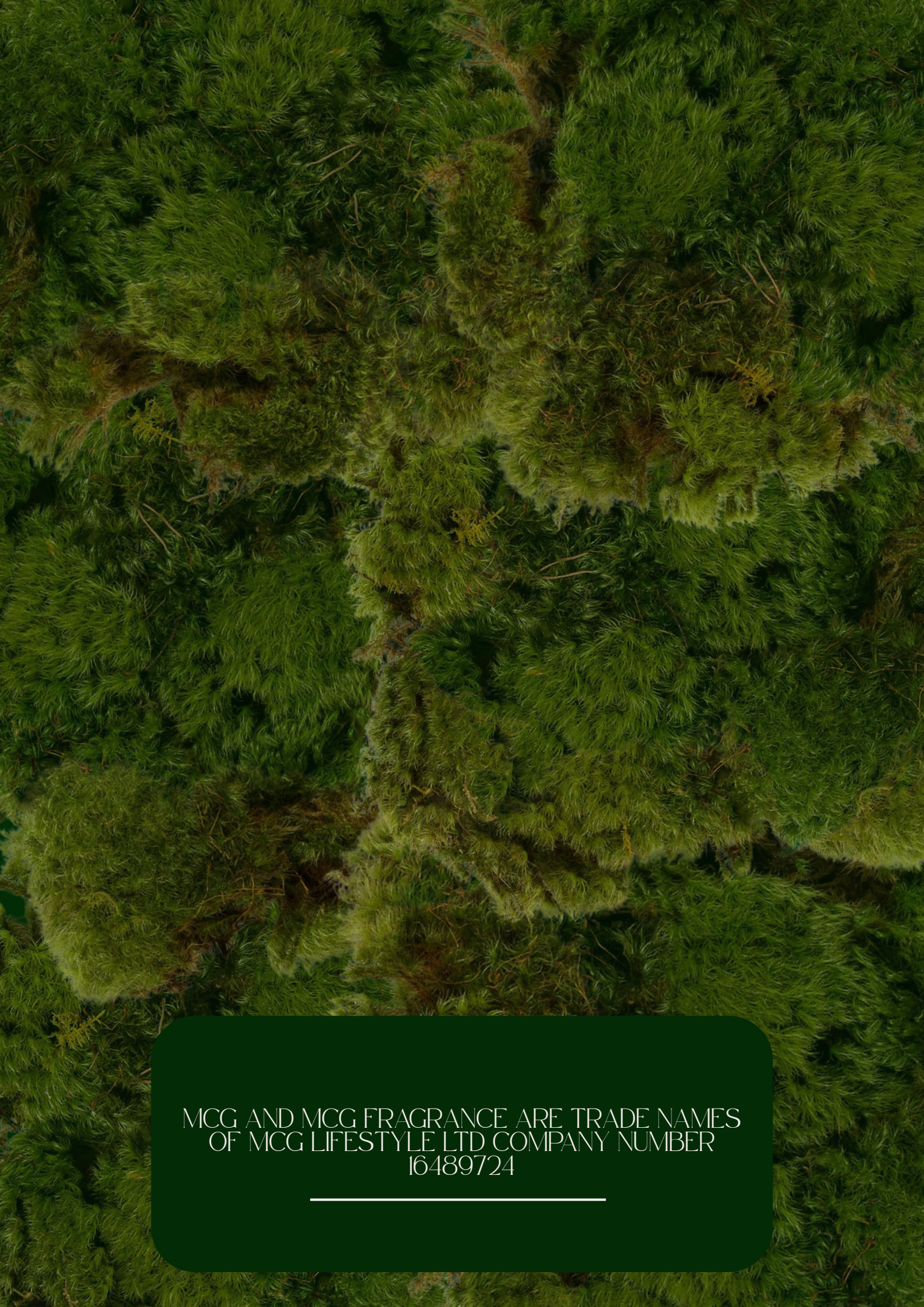
CLOSING STATEMENT

“We do not rush, everything is intentional and curated down to the smallest of details.

Each season brings a new perspective and new things to notice just like our fragrances.

This was built to last.

Not because we are certain it will, but because everything we make is designed as though it must.”



MCG AND MCG FRAGRANCE ARE TRADE NAMES
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