

PARIS, CAPITAL OF PERFUME. A showcase for prestigious perfumes from the 19th century and for contemporary perfume makers, Paris is the place for all perfumes. Whilst some museums present the history of fragrances, the capital is at the cutting edge of trends in the art of perfume.

GREAT NAMES IN PERFUME IN PARIS, FROM THE 19TH CENTURY TO THE PRESENT DAY

If there are some names that are inseparable from the world of perfume then the **Guerlain** perfume house is undeniably one of them. It was in 1828 that Pierre-François-Pascal Guerlain opened his first boutique, right in the heart of Paris, on rue de Rivoli. The creation of the perfume “Jicky”, in 1889, by one of his sons, Aimé, marked the birth of modern perfume. Since its creation, the perfume house has created hundreds of scents, all with a touch of elegance and refinement, including a few which became cult perfumes: “Shalimar” in 1925, “Samsara” in 1989, or “L’instant de Guerlain” in 2003. Synonymous with French luxury and refinement, haute couture and perfume often work well together. Such an example is **Jean Patou**, another historic figure in French perfume. A couturier, he created a perfume division in his couture company in 1923. His composition “Joy”, a fragrance from the essence of rose and jasmine, created in 1930, became the leading perfume of the store. This was not an exception as most of the Parisian haute couture houses create perfumes in their image. In 1921, **Chanel** commissioned Ernest Beaux to create a perfume in keeping with the feminist fashion of Coco Chanel: it was the birth of Chanel n°5, one of the world’s best known perfumes. **Lanvin**, one of the oldest fashion houses in Paris also has a legendary perfume created by André Frayse and Paul Vacher; commissioned by Jeanne Lanvin for the thirtieth birthday of his daughter, “Arpège” was created in 1927. **Christian Dior**, launched in 1945 on avenue Montaigne, created “Miss Dior” in 1947, a perfume for sensual, impertinent women to reflect the characteristics of the designer’s clothes. Other couture houses followed the trend, like **Yves Saint Laurent** and his scandalous perfume “Opium” created in 1977; **Givenchy** and its legendary perfume “L’Interdit” in 1957, or the perfume for men “Le Mâle” by **Jean Paul Gaultier** in 1995. All of these cult creations are available at major Parisian perfume stores such as **Sephora**.

Other great names, attached exclusively to the world of perfume, have in the last thirty or so years built great reputations. The renowned brand **L’Artisan Parfumeur** was founded in 1976 by Jean Laporte. This perfume maker emphasizes the traditional and artistic aspect of perfume making. From 1978 onwards, the perfume “Mûre et Musc” became the pioneer of fruity-scented perfumes of the brand. Another landmark personality in the history of scent, **Annick Goutal** created the perfume house of the same name in 1981, in rue de Bellechasse, after encountering a perfume maker from Grasse. This led to the creation of an upscale perfume house underscored by the values that stimulated its founder: the transmission of emotions, feelings and happiness through fragrances, whilst using exceptional raw materials as a base. Trained at the Annick Goutal perfume house, Olivia Giacobetti is a « nose » that has marked her generation, working with numerous perfume houses including the Artisan Parfumeur. In partnership with Shiseido, she created the brand **lunx** in 2003, which offers a palette of highly original perfumes and products. Out of the 19 original fragrances, 3 are available today from the mini-boutique housed in the Hôtel Costes, in rue Saint-Honoré. Patricia de Nicolaï is the great granddaughter of Pierre Guerlain, and it was quite natural that she should choose perfume as a career early on in life. The **Nicolaï** perfume house, launched in 1989 by Patricia de Nicolaï and Jean-Yves Michau, rests on an original concept in the world of perfume: highlighting the profession of a perfume maker who is free in their creative choices and free of any marketing or price constraints. What’s more Nicolaï stands out from other brands by incorporating all of the stages leading to the final perfume: the conception, the production, the purchase of essential oils and the packaging are taken care of by the company. **Serge Lutens** is another of these incredible stories in the world of perfume. Originally a

hairdresser and make-up artist, he worked with Shiseido and became artistic director of the brand in 1980. It is to him that we owe the salons of the Palais-Royal Shiseido, a boutique situated in the gardens of the Palais-Royal, the only showcase for these oriental-inspired creations of the Japanese brand. Another line, titled simply “Serge Lutens”, is sold in a large number of Parisian perfume stores and offers a range of first-class fragrances. Although nothing predestined him for perfume, **Francis Kurkdjian** opted for this world at the age of 15. He then collaborated with different fashion, beauty and luxury houses, whilst at the same time maintaining an intense and more personal activity in his own workshop. His first perfume, produced at the age of 25, was no other than the perfume “Le Mâle” by Jean-Paul Gaultier. The Francis Kurkdjian perfume house, opened in 2009, is the cradle of the olfactory world of the creator, largely inspired by Paris.



ANNICK GOUTAL

14 rue de Castiglione, Paris 1st
Tel +33 (0) 1 42 60 52 82
www.annickgoutal.com



CHANEL

31 rue Cambon, Paris 1st
Tel +33 (0) 1 42 86 26 00
www.chanel.com



GUERLAIN

68 av des Champs-Élysées, Paris 8th
Tel +33 (0) 1 45 62 52 57
www.guerlain.com



JEAN PATOU

5 rue de Castiglione, Paris 1st
Tel +33 (0) 1 42 92 07 22
www.jeanpatou.com



LANVIN

22 rue du Faubourg-Saint-Honoré, Paris 8th
Tel +33 (0) 1 44 71 31 73
www.lanvin.com



IUNX

239 rue Saint-Honoré, Paris 1st
Tel +33 (0) 1 42 44 50 00



MAISON FRANCIS KURKDJIAN

5 rue d'Alger, Paris 1st
Tel +33 (0) 1 42 60 07 07
www.franciskurkdjian.com



NICOLAÏ

28 rue de Richelieu, Paris 1st
Tel +33 (0) 1 44 55 02 02
www.pnicolai.com



SEPHORA

70/72 av des Champs-Élysées, Paris 8th
Tel +33 (0) 1 53 93 22 50
www.sephora.com
20 other addresses in Paris



SERGE LUTENS – LES SALONS DU PALAIS-ROYAL SHISEIDO

142 galerie de Valois, Paris 1st
Tel +33 (0) 1 49 27 09 09
www.sergelutens.com

OUT OF THE ORDINARY PERFUMES: A BIG DOSE OF ORIGINALITY

The French capital acts as an instigator of the olfactory trends of the future. From ever-more original fragrances to concept boutiques, Paris has perfume outlets that have a new look. What's more, Paris launches perfume fashions, like the trend for "bespoke" perfumes.

Ten years ago, **Frédéric Malle** perfumer to well-known personalities, launched his "éditions de parfums" with the idea that perfume makers should be allowed to produce perfumes that bear their name in a spirit of freedom where they are not bound by the constraints of marketing and price. Like a publisher, Frédéric Malle thus brought the public and the expert but often little-known "noses" in the world of perfume together. Some offbeat boutiques hide some fine olfactory curiosities. **État Libre d'Orange**, a Parisian boutique situated in the Marais is a veritable "liberal olfactory space". Its creations go against the current of classic perfumery. Its originality? To do away with all olfactory taboos in order to create perfumes which are sometimes racy and always surprising. The names of the perfumes speak for themselves: "Jasmin et Cigarettes", "Sécrétions magnifiques" and "Vraie blonde" are heady non-consensual fragrances. The **Labo**, created in 2006, is guided by a decisive concept: to launch a veritable "perfume revolution", through a company on a human scale, a counter-current to the big industrial factories and their traditional modes of sale with vast shelves of perfume bottles in shops. The buying process is also different as it is possible to smell each note of the ten perfumes on sale, or even see a perfume being made. All the creations are available at Colette, in a corner Le Labo. **Costes**, another innovative creator, foreign to the perfume world, commissioned Olivia Giacobetti to create a range of scents that would restore the atmosphere of cult places in Paris of the brand, like the Hôtel Costes or the Esplanade restaurant. Atmosphere perfumes, candles and sprays ... the products are available from the "boudoir à parfums", situated in rue du Faubourg-Saint-Honoré. For perfumes that recall the Mediterranean, **L'Occitane**, created by Olivier Baussan in 1976, is the place to go. His natural and organic-labelled products as well as a concern for the environment underlie his originality.

The idea of bespoke products is also becoming popular in the world of perfume. Some perfume houses also offer the luxury of a unique perfume. The most prestigious names are following this trend; **Francis Kurkdjian** may be considered the pioneer, as he introduced the idea in 2001; **Guerlain** offers this exceptional privilege by creating a unique formula for the client, who then receives 2 litres of perfume. And **L'Artisan Parfumeur** ensures the confidentiality and the uniqueness of the formula that is created. Likewise, the young Parisian perfume house **Nez à Nez**, created by Christa Patout and Stéphane Humbert Lucas, also offers this alternative to traditional perfumes. Some perfume houses make it possible to obtain unique essences and take an active part in the creation of the perfume. The **Studio des Parfums** offers perfume workshops, notably for beginners. Working closely with a perfume advisor, it is possible to make your own perfume using the 150 traditional and unique notes from which professional perfume is made. **Cinquième Sens**, founded in 1976 by Monique Schlienger, is a training and perfume making centre. Within its walls, different stages seek to involve the future client as much as possible in the creation of the perfume. First there is an introduction to the language of perfume, followed by a specialist consultation to define the most appropriate fragrance. The finished product is then handed to the client in a 50 ml perfume bottle which can subsequently be replenished as required. The **Belle École** seeks to transmit the secrets of French elegance in all fields ... Perfume is part of its field of expertise. Through workshops, interactive and personalized lessons, a perfume expert gives an introduction to the world of fragrances, by taking as a basis a selection of 25 raw and synthetic materials. After a review of the different olfactory families and a look at the delightful profession of smelling perfume, the final stage is the creation of a perfume that you can then take home with you.

→ LA BELLE ÉCOLE

Tel +33 (0) 1 48 74 05 10
www.labelleecole.fr

→ CINQUIÈME SENS

18 rue de Monttessuy, Paris 7th
Tel +33 (0) 1 47 53 79 16
www.cinquemesens.com

→ **ÉTAT LIBRE D'ORANGE**
69 rue des Archives, Paris 3rd
Tel +33 (0) 1 42 78 30 09
www.etatlibredorange.com

→ **FRÉDÉRIC MALLE – ÉDITIONS DES PARFUMS**
37 rue de Grenelle, Paris 7th
Tel +33 (0) 1 42 22 76 40
www.editionsdeparfums.com

→ **NEZ À NEZ**
40 rue Quincampoix, Paris 4th
Tel +33 (0) 1 42 71 11 76
www.nezanez.net

→ **L'OCCITANE**
Carrousel du Louvre
99 rue de Rivoli, Paris 1st
Tel +33 (0) 1 42 97 44 05
<http://fr1.loccitane.com>
24 other addresses in Paris

→ **LE STUDIO DES PARFUMS**
23 rue du Bourg-Tibourg, Paris 4th
Tel +33 (0) 1 40 29 90 84
www.studiodesparfums-paris.com

PERFUME ON SHOW

Olfactory heritage is preserved in different museums in the capital. Fragonard, the famous perfume maker from Grasse, has two sites in Paris, the Musée du Parfum and the Théâtre-musée des Capucines which enable visitors to discover the history of perfume. Located in the 9th arrondissement of Paris, a few steps from the Opéra Garnier, the **Musée du Parfum** has existed since 1983. Housed in the refined and elegant decor of a mansion house in the style of Napoléon III, the history of perfume is wonderfully illustrated with a collection of perfume objects. Perfume bottles that tell a thousand tales and perfume making equipment from all periods recount the history of perfume from Antiquity to the beginning of the 20th century. The **Théâtre-musée des Capucines** was built in 1895, but it was only in 1993 that it became one of the capital's perfume museums. The introduction to perfume is presented in an original way, as the visitor is invited to discover the world of perfume by travelling through a miniature 19th-century factory. They see how perfumes are made through descriptions of the different methods of extraction of raw materials and their distillation. Numerous objects associated with perfume are exhibited: perfume bottles, *pots-pourris*, perfume burners and other alambics. Another place not to be missed for perfume is at Versailles: the **Osmothèque**, the international conservatory of perfumes, is an institution that is unique in the world. Motivated by the conservation of perfume, one of the most fragile of human creations, the foundation of this exceptional place goes back to 1990. The place is dedicated to perfumes from all ages and visitors can smell them during their visit. A veritable library devoted to fragrances, the Osmothèque gathers together existing perfumes, but also tries to recreate forgotten cult scents. A unique institution, the Osmothèque regularly organizes talks for the public and takes an active part in national and international events devoted to perfume.

→ **MUSÉE DU PARFUM**
9 rue Scribe, Paris 9th
Tel +33 (0) 1 47 42 17 45
www.fragonard.com



THÉÂTRE-MUSÉE DES CAPUCINES

39 bd des Capucines, Paris 2nd

Tel +33 (0) 1 42 60 37 14

www.fragonard.com



OSMOTHÈQUE - INTERNATIONAL CONSERVATORY OF PERFUMES

36 rue du Parc-de-Clagny, Versailles 78100

Tel +33 (0) 1 39 55 46 99

www.osmotheque.fr

