

by Sarah Colton



# NOTES FROM PARIS

## ROBERT PIGUET'S VISA—PASSPORT TO ROMANCE

Visa, a re-orchestrated edition of Designer Robert Piguet's 1947 signature oriental fragrance, was featured in an exclusive French launch in October at Le Bon Marché, Paris' chic, Left Bank department store, and continues to hold sway through the holiday season in the City of Lights. Visa, a light oriental whose original formula was created by Germaine Cellier and Jean Charles, has been adapted by Givaudan's promising, young **Aurélien Guichard** to respond to 21<sup>st</sup> century sensibilities while at the same time respecting the Robert Piguet heritage.

Speaking at the "fragrance wall" on Le Bon Marché's ground floor where Visa is featured, Mr. Guichard explained to *Beauty Fashion* the delicate undertaking of such an accomplishment.



Aurélien Guichard and Visa at Le Bon Marché

### Aurélien Guichard (AG):

The biggest challenge was finding a way to adapt the spirit of Visa to today's tastes while at the same time maintaining a strong commitment to the nuances and complexity of Piguet's original vision. In making this adaptation, **Joe Garcès**, President of Robert Piguet Parfums, wanted me to create a modern oriental. It's important to realize, however, that in an oriental, the deepest part of the identity

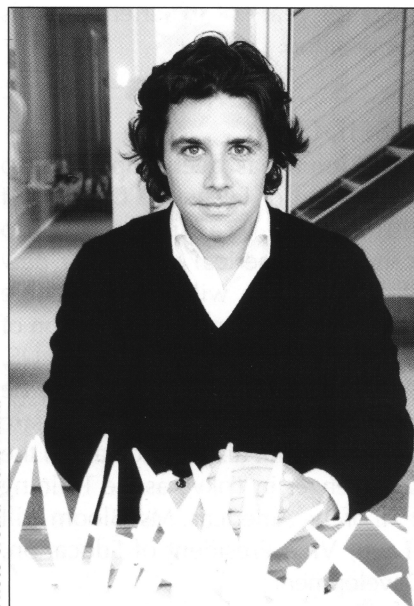


Photo credit: Alexis Alma

Mr. Guichard at work

lies in the dry-down. For this reason, we essentially left this part of the formula intact. It was in the top notes—those which are the most spirited and volatile—that we made the most adaptations with additions which carry the zest, the insouciance and the sparkle of a 21<sup>st</sup> century woman. Visa is an oriental with a smile.



Photo credit: Alexis Alma

Mr. Guichard reflecting before creation

### Beauty Fashion:

Can you tell us how Visa fits in with the other Robert Piguet fragrances?

### AG:

Yes, each Piguet fragrance has a distinct personality. Fracas is a 'femme fatale' with its strong tuberose floral notes. Bandit evokes the aura of the outlaw, and Baghari is a chic and ultra-classy floral aldehydic. Yet, whereas these 3 perfumes today are 'modernized' versions of the original fragrances within the original formulas, Visa is a true departure. Like the original, Visa is an oriental, but it is younger and fresher. It's about romance, insouciance and a voyage. When you take a trip, there is often that

spirit of youth and adventure and the unknown. Interestingly, the voyage described in the Visa story in many ways describes the state of mind of Piguet, the man. Piguet was a great lover of Italy, thus the notes from Italian raw materials—bergamot and mandarin orange. As a great Perfumer, Piguet was very much identified with France and the floral notes from Grasse and the south—roses and orange blossoms. Finally, via notes of incense and amber, there is the departure towards the Orient, which like Piguet, himself, deeply private and discrete, is perhaps best evoked through the world of secrets and myths.

Although the Piguet perfumes have different identities and personalities, a central theme to all is one of unyielding quality. The name Piguet is a guarantee of certain values such as strength, a recognizable trail and diffusiveness. These fine qualities, of course, do not just happen by accident. For perfumes, as in life, top quality raw materials are essential in the creation of top quality products. Mr. Garces has enormous respect for the original work and rightly sees his role as a guardian of the Piguet myth and truth. What is important to Mr. Garces is the quality of product, which ultimately gives these characteristics of strength, trail and diffusion. There's a great respect for the heritage of what was done before. At the same time, Mr. Garces wants to use this as a springboard to create something new based on old values, and he takes enormous pleasure in conceiving how it will all work together. It is a privilege to work with Mr. Garces because this pleasure is contagious. I feel it; the whole team feels it, and I like to think that this pleasure is translated into the perfume.

Speaking of the launch at Le Bon Marché, **Marie-Françoise Stouls**, Directrice Théâtre de la beauté at Le Bon Marché Rive Gauche, was very enthusiastic about Visa as an important addition to the Robert Piguet fragrances.

#### Marie-Françoise Stouls:

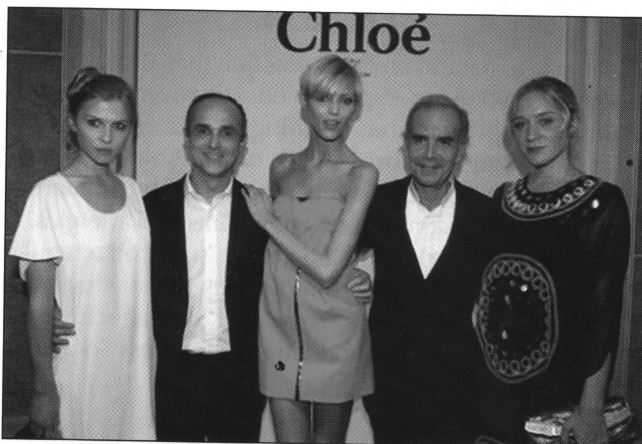
The perfume Fracas by Robert Piguet is very much appreciated by our clients. In fact, it is the best selling fragrance of our 1<sup>st</sup> floor "fragrance wall." The Robert Piguet brand is acquainted with our clients and knows they appreciate atypical fragrances, especially those steeped in history such as Baghari and Bandit. When the company presented Visa to us, we were immediately seduced by its oriental trail and its story—that of a woman traveling the world. Visa is reminiscent of all the places she has visited along the way. We believed that Visa would be in complete accord with our clients, and that is why we decided to launch it exclusively at Le Bon Marché. It's still too early to say how it is doing, but the initial feedback has been extremely encouraging.

### CHLOÉ INTRODUCED

This past fall, the Coty Prestige fragrance company organized a major event in Paris to present the new Chloé fragrance to the international press, VIPs and trendsetters from all over the world.

**Michele Scannavini**, President of Coty Prestige, and **Ralph Toledano**, CEO of Chloé, welcomed almost 800 people to the Hôtel de la Monnaie, which was redecorated for the occasion in the style of the new fragrance.

The 3 muses from the advertising campaign also attended the party: French Actress **Clémence Poésy**, known for her role in the recently released film by **Martin McDonagh**, *In Bruges*; American Actress **Chloë Sevigny**, starring in the series *Big Love*, and finally, **Anja Rubik**, top Model, who can also be spotted in the Chloé fashion campaigns.



Coty Prestige's Michele Scannavini (2<sup>nd</sup> l.) and Chloé's Ralph Toledano (2<sup>nd</sup> r.) with Actress Clémence Poésy, Model Anja Rubik and Actress Chloë Sevigny



The Chloé Eau de Parfum launch

The highly awaited fragrance was showcased in a room reserved only for women, who were able to discover the fragrance with its powdery rose notes... They were also invited to have their photos taken in a setting that evoked the advertising campaign.

The party moved to the beat of 3 popular DJs: DJ Olympia, DJ 24 Court and Maud from Scratch Massive. For the finale, the guests were treated to an exclusive concert by The Kills, who performed tracks from their new album set for release this year.

The guests included **Lily Cole**, **Mary-Kate Olsen**, **Julie Depardieu**, **Ellen von Unwerth**, **Elodie Bouchez** and **Ludvine Sagnier** among others. *BF*