



ATELIER DES ORS

— MEMORY LANE COLLECTION —



PRESS RELEASE

PERFUME AS AN ART OF LIVING

“With our move to Grasse in the Villa Primerose, a magnificent house from 1886, I decided to dive back into my memories and into the memories of this witness of the Grasse perfumery.

I wanted to pay tribute to the emotional power of perfume, its tremendous ability to trigger past memories and also to forge future ones.”

Jean-Philippe Clermont, founder



«Marie and I create fragrances so that they live at the heart of those who wear them.

We are the artisans and archivists of their olfactive souvenirs.

To arouse emotions, forge memories, inspire, transcend, amaze...

To create.»

VILLA PRIMEROSE

A TRIBUTE TO ELEGANCE AS AN ART OF LIVING & THE ORIGINS OF PERFUMERY

In the origins of perfumery, the most beautiful flowers were used to perfume the leather gloves worn at the time by aristocratic ladies. These elegant flowers then came to hide the tenacious and animal smell of the leather of the gloves. They represent also the first steps in Grasse's «savoir-faire» in materials of exception such as the delicate rose.

Atelier Des Ors pays tribute to this «savoir-faire» of exception and reinterprets this Rose-Leather duo making this contrast of scents a creative line that enhances both.

In this opposition of notes a singular duality is created, between delicacy and power, masculine and feminine, past and futur. A play on materials where the rose will no longer be there to hide but to reveal the leather. A reinvented rose leather...



THE STORY BEHIND

"I made this crazy promise to look after you and to make sure that you experience moments of sharing, emotion and creation. You are now at the heart of our quest for aesthetics and uncompromised approach. A place to live, to experience but also a place of culture, you have had the privileged to witness the rise of Grasse perfumery since 1886. You are between past, present and future.

Your eponymous fragrance, Villa Primerose, contrasts power with softness and homage with modernity. It has the elegance of the magnificent gesture of a leather glove being slipped on.

This fragrance, like the elegant women you received and ushered in for over a century, enveloping them in the charm of convention and savoir vivre, celebrates the art of living that is now reborn within your walls.»





VILLA PRIMEROSE

A woody leather-lined voluptuous rose with velvety, suede notes.

A petal Centifolia rose, just picked, contrasted with the racy character of leather and the vibrancy of pink pepper.

Top : Cardamom, Pear, Pink Pepper

Heart : Centifolia Rose infusion, Ambrette, Iris

Base : Leather, Amber woods, Musk

THE PERFUMED NOTE OF MARIE SALAMAGNE

"For this new creation, I worked around two iconic materials from the Grasse olfactory landscape: rose and leather. They celebrate the magnificence of a unique heritage."



BLUE MADELEINE



A TRIBUTE TO THE EMOTIONAL POWER OF THE OLFACTIVE MEMORY

Intimately linked to emotions, olfactive memory has the ability to revive deeply buried memories with intense vividness. A simple inhalation of a familiar scent can transport you instantaneously to a precise moment in your past, evoking long-forgotten sensations, emotions and experiences. Perfume, like the most powerful of all memories, awakens the olfactory memory that makes us suddenly and intensely relive those moments.

"...I raised to my lips a spoonful of the tea in which I had soaked a morsel of the cake. No sooner had the warm liquid mixed with the crumbs touched my palate than a shudder ran through me and I stopped, intent upon the extraordinary thing that was happening to me. (...) A delicious pleasure had invaded me, isolated me, without my being able to grasp its cause. (...) And suddenly the memory revealed itself."

Extract from "Swann's Way" - Marcel Proust.

THE STORY BEHIND

"My dear Madeleine, many times have I heard these stories, and never once have we tired of them. You forged and filled my imagination. Your tales of the tribulations and wild imaginings of the different members of our family are so close to my heart that they seem like a dream to me.

I now have, thanks to you, my great theatre of memories, in which fantastic fables worthy of Jules Verne endlessly re-enact.

You have surrounded me with all your attentions and are in all my happy memories. I owe my first olfactory memories to you : rhubarb tart, Auton pear jam, egg cream and all the other desserts I've patiently prepared alongside you.

This Blue Madeleine fragrance is for you.»





BLUE MADELEINE

Like a souvenir of a gourmand madeleine, spiced up with smoky tea notes and a drop of spices.

A black tea with smoky scent and the deliciousness of a madeleine.

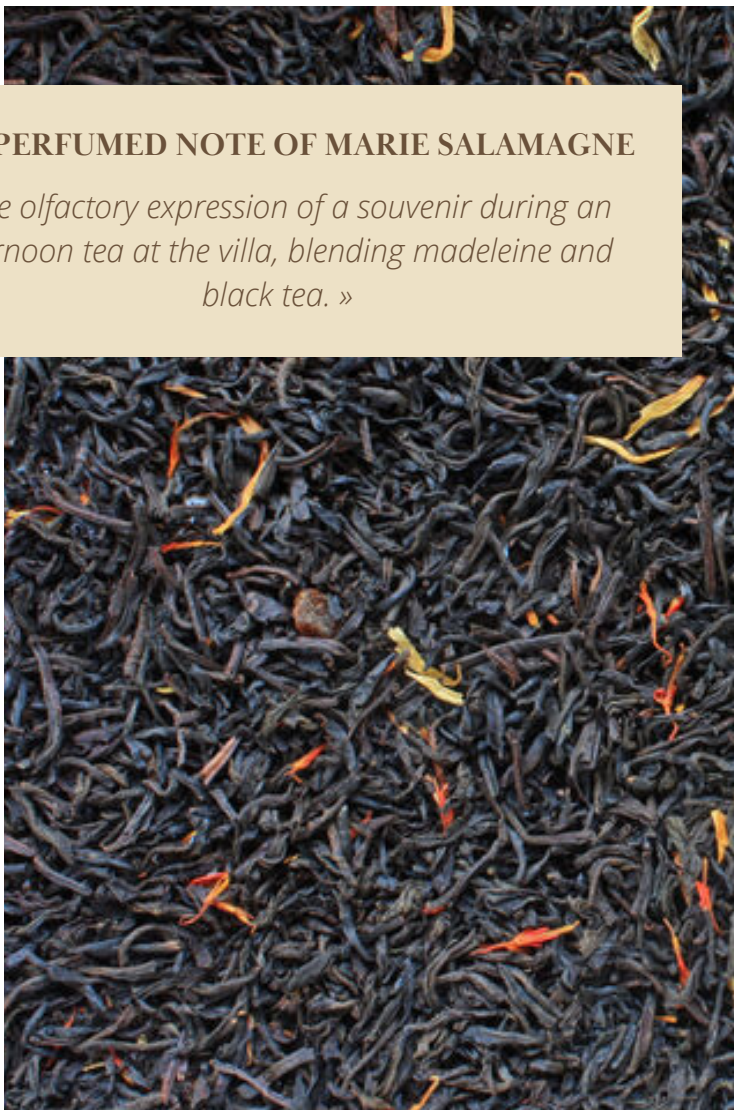
Top : Bergamot, Pink Pepper, Cinnamon

Heart : Rose Centifolia «infusion pays», Black Tea, Milky Note

Base : Cade, Peruvian Balsam, Praline, Sandalwood

THE PERFUMED NOTE OF MARIE SALAMAGNE

« The olfactory expression of a souvenir during an afternoon tea at the villa, blending madeleine and black tea. »





VILLA PRIMEROSE



BLUE MADELEINE

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