



ATELIER DES ORS

FRIVOLITÉ COLLECTION



PRESS RELEASE



FRIVOLITÉ

FRIVOLITY

Or the art of enjoying life with an air of light-hearted expression and joy.

A perpetual celebration of effusive emotions and art de vivre.

A propensity to revel in pleasures, some may say hollow, but this tendency forges our French culture of beauty and bonheur.

Like a bubble of champagne that twirls and sparkles,

Like a grain of caviar bursting in the mouth with its unique flavor!

THE COLLECTION

The Frivolité Collection is synonymous with French elegance and art de vivre, with a nod to the spirit of Les Années Folles (the roaring 20s).

Two fragrances focusing on the sensorial delights of champagne & caviar, symbolising luxury, good living and sophistication.

a French savoir-faire and art de vivre, complementing the brand signature of Atelier Des Ors.



HEADSPACE TECHNOLOGY

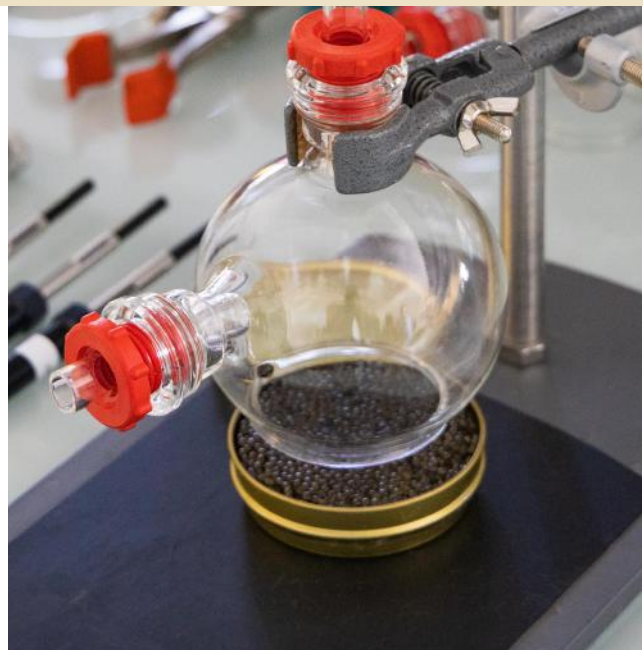


An olfactive innovation creating exclusive new fragrance ingredients.

We are utilising Firmenich's innovative Headspace technology to create two exclusive, bespoke NaturePrint® perfume ingredients.

The Firmenich laboratory in Grasse captured the natural fragrance from champagne and caviar, then with advanced technology recreated the individual scents.

Pink Me Up contains the effervescent CHAMPAGNE ingredient &
Noir By Night features our distinct CAVIAR ingredient





PINK ME UP

A luminously playful fragrance sparkling with the effervescence of champagne.

Pink Me Up sparkles and pops, with a mood boosting shine.

Experience uplifting emotions with the radiating glow of happiness, joie de vivre and frivolity. Pink Me Up is like a joyous bubble of pleasure, swirling in a crystal glass, symbolizing the pleasures of life.

Discover the addictive fizz of champagne and the perfectly paired fruitiness of blackberry and bergamot.

Pink Me Up's addictive yet sophisticated scent unveils the delicacy of champagne and the blush of rose centifolia. Swirling floral notes of orange blossom and iris are amplified with seductive musk.

A fruity, floral and musky fragrance:

Top Notes: Bergamot, Orange Flower petals

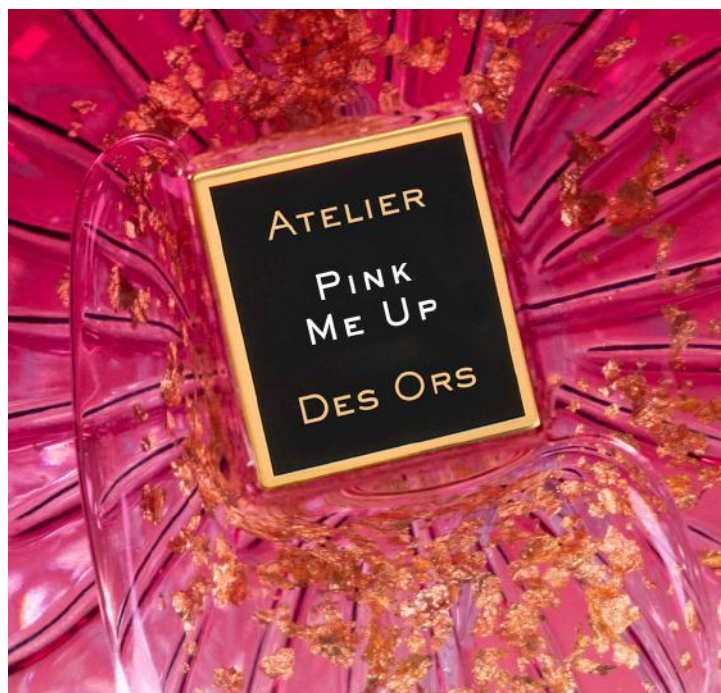
Heart Notes: Champagne, Rose Centifolia, Blackberry

Base Notes: Patchouli, Iris, Musk



THE PERFUMED NOTE OF MARIE SALAMAGNE

"I imagined Pink Me Up as a modern and intriguing creation, worked around a sparkling blackberry, and NaturePrint champagne. A fruity and luminous signature, aspiring to lightness."





NOIR BY NIGHT

A bold and suave fragrance infused with precious woods and silky caviar.

Noir By Night is a juxtaposition of textures and flavors, that offers a unique experience between freedom and sensuality. The fragrance brings confidence and elegance to the fore with a bold expression of silken caviar and rich woods.

An elegantly intense opening of incense and dusky coriander drapes the evening shadows. As the night falls, a molecular explosion releases the power of unexpected scents.

The sleek combination of guaiac wood and sandalwood infused with amber notes offers a luminously warmth with subtle nuances.

A woody, ambery and salty fragrance:

Top Notes: Coriander, Incense

Heart Notes: Caviar, Mate

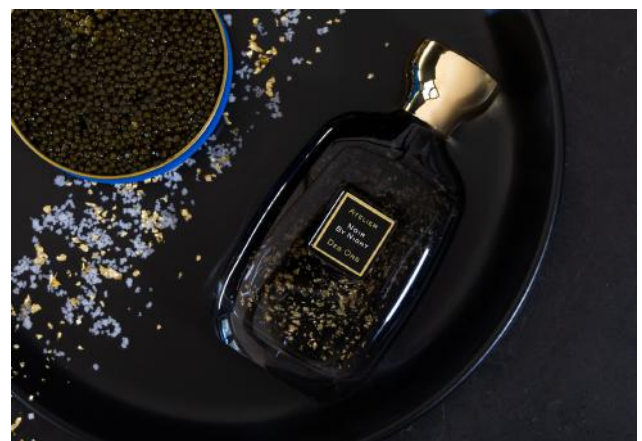
Base Notes: Guaiac wood, Sandalwood, Cashmeran



THE PERFUMED NOTE OF MARIE SALAMAGNE

"For Noir By Night, I worked on sensorial aromas, expressing masculinity and the French art of living. Through its subtlety, NaturePrint caviar brings unprecedented sensual and sweet notes."





PINK ME UP - NOIR BY NIGHT
 100ml - 230€
 Release date : October 2023
www.atelierdesors.com

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