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Dior's Provenal dream realized in fragrance, restoration project

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Dior's Chteau de La Colle Noire in Grasse, France

By STAFF REPORTS

French atelier Christian Dior is bringing its namesake founder's dream to fruition by restoring the Chteau de La Colle Noire in Grasse, France.

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In 1950, the Chteau de La Colle Noire was purchased by Mr. Dior with the hope of using the property's 50 hectares as a nursery for flowers intended for the brand's perfumes, but with Mr. Dior's death soon after, his dream was never realized and the house sat mostly unused for 60 years. With the restoration of the property in Southern France, Dior has transported much of its fragrance division to the region.

Realized dreams

Even today, long after his premature death, Mr. Dior's legacy lives on in all that his atelier creates. Restoring the Chteau de La Colle Noire in Grasse is symbolic and representative of this practice, as the late designer spent the occupation during WWII at Grasse.

During this time, Mr. Dior found inspiration in the flowers growing here, leading him to create his first perfumes. Today the Miss Dior, Eau Frache, Diorama, Diorissimo and Eau Sauvage are pillars of the brand's fragrance offering.

Mr. Dior had also planned to restore the Chteau de La Colle Noire, surrounding it with flowers that would then be harvested for the purpose of Dior's fragrances. Unfortunately, this project was not realized in his lifetime.

The Chteau de La Colle Noire, Dior Parfums comes back to Grasse

With the Chteau de La Colle Noire restored, Dior has established perfumer-creator Franois Demachy's creative laboratory in the Grasse city center within the Fontaines Parfumes site. Dior will also establish exclusive partnerships with nurseries that produce fragrance-quality flowers in the region.

To mark the completion of Mr. Dior's "Provenal dream," Mr. Demachy has created the La Colle Noire scent, to be included in the La Collection Prive Christian Dior fragrance range.

The contemporary rose scent drew inspiration from Chteau de La Colle Noire. The perfume is characterized as spicy, expressive and powerful through the use of Absolute of Rose de Mai, creating a scent that is woody, ambery and musky all at once.



Dior's La Colle Noire scent

Dior's fragrance range is an important aspect of its brand narrative and is often explored.

Dior set out on a "quest for essences" in a Web documentary series exploring the relationship between the land, people and raw materials that contribute to its fragrances.

Mr. Demachy served as the series narrator since he is the direct connection between the house's fragrances and the sources of the materials used. Providing consumers with access to the creative process in an intimate way, relying on nature rather than Dior's codes, allows the quality of the brand's fragrances come through ([see story](#)).

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