

FRAGRANCE AND PERSONAL CARE

## Louis Vuitton offers first look at perfume line before market debut

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*Image from Louis Vuitton*

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By STAFF REPORTS

As France's Louis Vuitton prepares to relaunch its perfume division, the fashion house is taking consumers on an inside tour of its fragrance headquarters.

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On the brand's Instagram, consumers are invited to discover Les Fontaines Parfumes, the home of Les Parfums Louis Vuitton located in Grasse, France on the French Riviera through photos and videos. Since most consumers would not remember Louis Vuitton as a player in the fragrance category, giving this behind-the-scenes tour helps to offer a look at its craftsmanship and olfactory perspective.

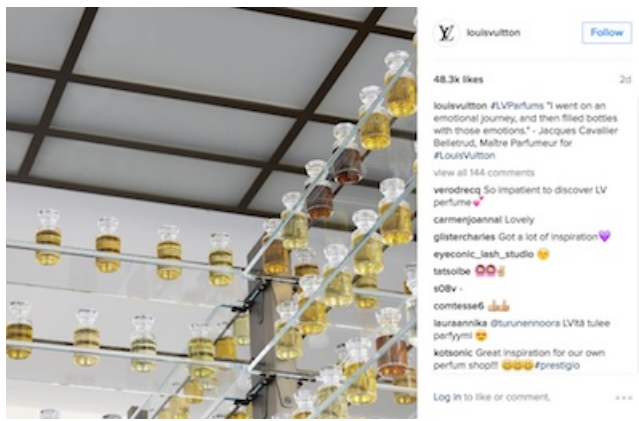
### Journey to Grasse

Louis Vuitton is returning to the fragrance sector after a 70-year hiatus.

Les Parfums Louis Vuitton is expected to go to market in September, after more than four years of research and development. The fragrance label will be a license of French conglomerate LVMH, of which Louis Vuitton is the flagship brand ([see story](#)).

At the start of the series, Louis Vuitton invited consumers to take a trip, calling it "a prologue to an imminent departure." A film shows liquid splashing around an LV logo.

Further films capture master perfumer Jacques Cavallier Belletrud at work or the detail of a single drop of water falling off a flower's leaf. Text explains that Grasse is intertwined with the maison's history, as it was a city built on tanneries and then perfumed leather.



*Instagram post from Louis Vuitton*

Other clips take viewers into the estate itself, complete with a scented fountain and garden.

Since Louis Vuitton is primarily known for its leather goods and more recently its fashion collections, consumers may be unsure what a perfume from the house will look like. This tour that connects leather artistry to fragrance will help to introduce the brand as a perfumer with expertise behind its perfume creations.

#LVParfums Introducing Les Fontaines Parfumes: an emblematic domain, the home of #LouisVuitton Fragrances.

A video posted by Louis Vuitton Official (@louisvuitton) on Aug 10, 2016 at 6:03am PDT

Louis Vuitton is in good company in Grasse.

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

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 ([see story](#)).

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