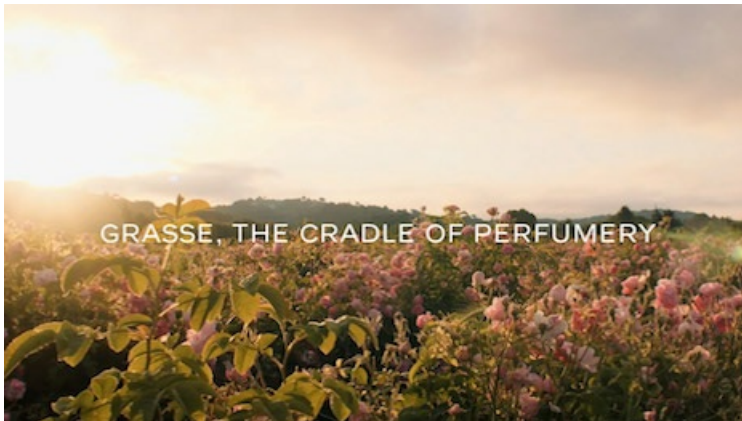


FRAGRANCE AND PERSONAL CARE

Chanel shares farm-to-fragrance narrative in Grasse

August 17, 2016



Flower fields in Grasse, France; Image courtesy of Chanel

By STAFF REPORTS

French atelier Chanel is transporting consumers to the source of its fragrances' ingredients with a digital foray to Grasse, France.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Chanel's "from land to fragrance" approach emphasizes the importance of quality ingredients. With luxury fragrances commanding high price points, consumers may find reassurance that their purchase is justified if they learn exactly where a brand's sourced materials come from.

Greetings from Grasse

Chanel selects the flowers that become its signature scents from the Grasse region. The flowers, particularly roses, that grow in the Southern France area are world-renowned.

Due to the many perfumeries that are based there or source materials from Grasse, the town is considered "the cradle of perfumery."

In its digital content, accessed through social posts found on Facebook, Chanel tells how perfumery became part of Grasse's narrative. Originally known for its tanneries, leather workers in the 17th century began perfuming leathers to diffuse the scent of the stables.

Due to its rich soil and climate, flower plantations sprouted in Grasse, growing fields of rose, jasmine, mimosa and lavender, among others. The flowers were originally used to perfume the leathers created in Grasse before the fragrance trade developed.

Chanel's "from land to fragrance" approach emphasizes the importance of quality ingredients. After introducing Grasse and its role in the art of perfumery, the brand takes time to state which flowers grown in the region are used for its fragrances.

For example, in 1921 Ernest Beaux chose jasmine grown in Grasse for the iconic Chanel N 5. The relationship continues to this day, with Chanel actively contributing to sustainable jasmine and rose farming in Grasse.



Grasse content by Chanel

Similarly to how haute couture protects traditional craft, Chanel stresses that its advocacy for sustainable farming and perfume production in Grasse does that same for this art form.

Chanel is not alone in its celebrations of Grasse.

French atelier Christian Dior, for instance, 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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.