

FRAGRANCE AND PERSONAL CARE

Lalique's latest perfume trio inspired by heritage, crystal-making process

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Lalique's Mon Premier Cristal collection was developed by three female perfumers; Image courtesy of Lalique

By STAFF REPORTS

French lifestyle brand Lalique is touting its crystal- and perfume-making savoir faire with the launch of the Mon Premier Cristal fragrance trio.

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By combining perfumery and crystal making, the Mon Premier Cristal collection draws a parallel to when Lalique's founder Ren Lalique collaborated with Francois Coty on sophisticated fragrance flacons made of his crystal. Mixing in heritage elements into a new product range offers both newcomers and dedicated enthusiasts a glimpse into the creative spirit of a brand.

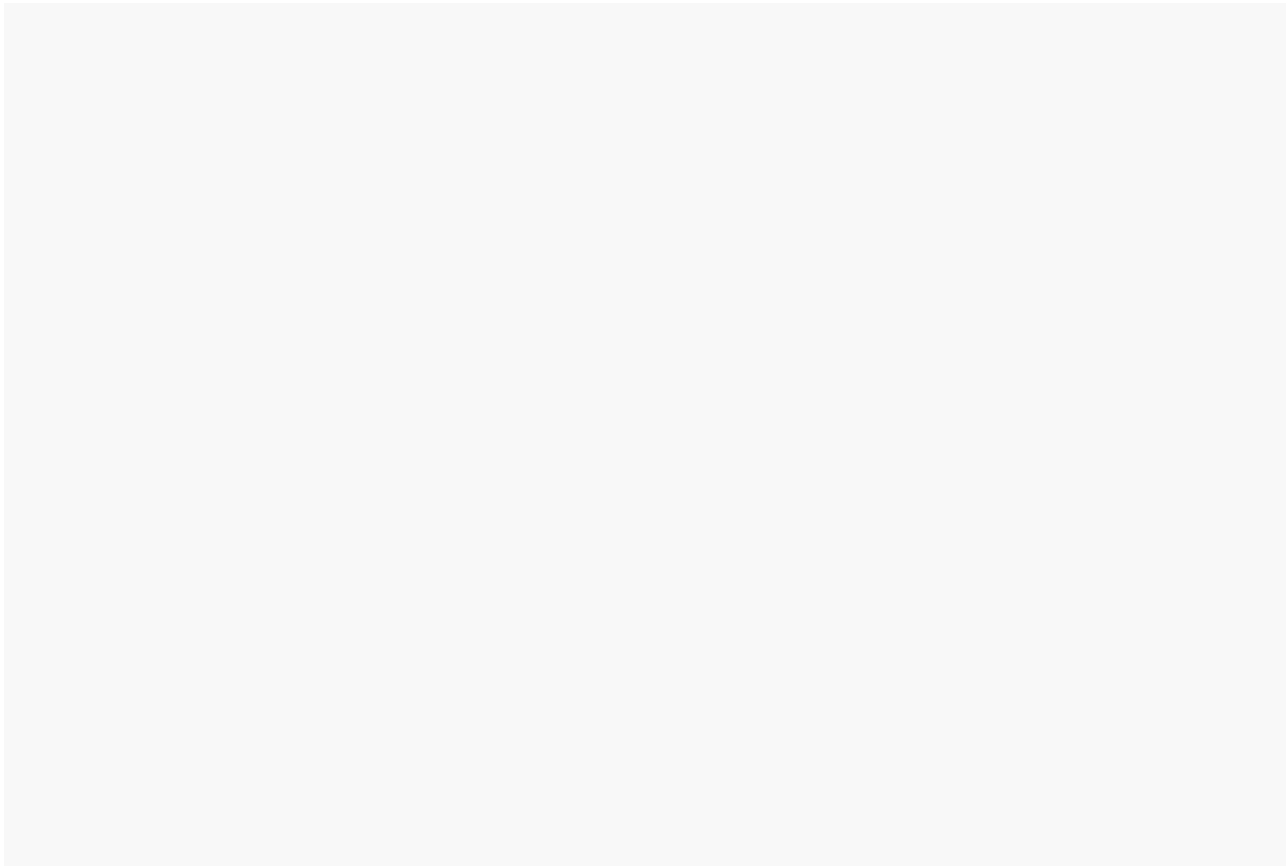
Crystal clear perfume perspectives

For the collection's bottles, Lalique drew its inspiration Ren Lalique's 1919 hirondelles, or swallow, design, now a signature motif of the brand.

Lalique's current artistic director and head of the design studio Marc Larmianux has designed the bottles of the Mon Premier Cristal collection to feature the swallow-adorned bottle in lacquered crystal with vertical lines. The bottles are accessorized with a boudoir-style puff spray.

Mr. Larminaux's design is meant to become part of a discerning woman's beauty ritual, while also speaking to Lalique's dedicated collectors.

Appealing to its female consumer base further, Lalique asked three perfumers to create a fragrance built on her own style, temperament and emotion. The female perfumers also based their creation on the Mon Premier Cristal bottle design.



'Mon Premier Cristal', the new feminine perfume collection by LALIQUE. A trio of utterly feminine perfumes, freely composed by three women perfumers, each expressing their own distinctive style and temperament through a virtuosic interpretation of crystal in its different states. Luxury for an everyday use. Stay tuned for 'Mon Premier Cristal' release information! #monpremiercristal #laliueparfums #laliuefragrances #laliuecristal #launch #laliue

A post shared by Lalique (@laliue) on May 12, 2017 at 7:05am PDT

Lalique worked with Karine Dubreuil-Sereni on Sensuel, a woody scent, and Alexandre Monet on the floral fragrance Lumiere. The last fragrance in the trio, Tendre, is a floral scent by Sidonie Lancesseur.

The women were inspired by molten, sculpted and satined crystal, respectively, for their individual creations.

Each of the Mon Premier Cristal fragrances in the collection retail for \$730. Refills of the 100 millimeter fragrance will be sold for \$170.

Lalique will sell the Mon Premier Cristal collection at its brand boutiques and at department store chain Neiman Marcus this coming September.

As with the trio of Mon Premier Cristal fragrances, the creations of Ren Lalique are often retold to introduce Lalique's history to new generations.

For example, Lalique is celebrating the 90th anniversary of the Bacchantes crystal vase through a collaboration with American artist Terry Rodgers.

Designed in 1927 by Ren Lalique, the lost wax crystal vase features a troupe of Bacchantes, the female followers of the Dionysus, the Greek god of wine and pleasure. For the anniversary of the original, Mr. Rodgers has breathed new life into the legendary design for a new generation of Lalique enthusiasts ([see story](#)).