

FRAGRANCE AND PERSONAL CARE

Guerlain marks milestone with perfume pop-up

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Guerlain is hosting a pop-up at Le Bon Marché. Image credit: Guerlain

By STAFF REPORTS

French perfumer Guerlain is popping up at department store Le Bon Marché Rive Gauche to celebrate the art of fragrance.

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For a month, Guerlain will be hosting a display that allows consumers to explore the brand's story and find their own scent. Now in its 190th year, Guerlain has been using multiple channels to educate consumers on its almost two centuries of innovation.

Scent story

Guerlain's pop-up showcases a library of 110 fragrances. These scents are organized based on the "Guerlinade," a collection of 14 natural ingredients most commonly used by the house.

The pop-up also features a fragrance cellar to keep perfumes in an environment with the ideal temperature and light conditions.

While an homage to Guerlain's history, the pop-up features digital points of interaction. Consumers can consult a digital perfume organ to find out which scent is right for them.

Once a juice is selected, consumers can personalize details such as bottle shape and color to make a custom creation. Shoppers can also further customize their purchase with engraving.



Guerlain's pop-up includes digital touchpoints. Image credit: LVMH

Guerlain's ephemeral boutique opened May 7 and will be up through June 17.

The LVMH-owned fragrance house previously traced its olfactory history through the stories of the noses behind its scents.

Guerlain's "Saga 1: Guerlain Perfumer, a story of shared know-how" delves into what the brand is calling a "love story," representing a shared affection for craft and women. As Guerlain celebrates 190 years in business this year, it is looking back at some of the highlights within its 1,100 fragrances ([see story](#)).

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