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Bulgari joins Flower Gems of India sustainability effort with Firmenich, Jasmine Concrete

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Essence of jasmine flowers is a key ingredient in perfumes from leading luxury brands, including Bulgari and Chanel. Image credit: Bulgari

By STAFF REPORTS

Italian jeweler Bulgari will participate in the Flower Gems of India floriculture initiative in collaboration with perfume designer Firmenich and its Indian partner and producer of floral extracts for fragrances, Jasmine Concrete.

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The three-year pilot program is designed to create a new jasmine farming model for 100 family-owned farms in two floriculture regions of India's southern state of Tamil Nadu.

"It became important to us that we contribute to support the communities that enable us to create our masterpiece fragrances, and that we establish a sustainable approach to preserve and support the local economy," said Jean-Christophe Babin, CEO of Rome-based Bulgari, in a statement.

"Like our jewels, our fragrances are crafted from nature's finest gems and we are passionate about finding, sourcing and, wherever possible, supporting the production of these extraordinary ingredients," he said.

Jasmine essence is a key ingredient that goes into the manufacturing of perfumes from leading luxury houses, including Bulgari and Chanel for its No. 5 fragrance.



Picking jasmine flowers to make into oil that goes into Bulgari perfumes. Image credit: Bulgari

Makes scents

Bulgari is part of the LVMH family, bought in 2011 for \$5.2 billion.

Participation in the "Flower Gems of India" effort meets Bulgari's efforts to encourage traditional artisans and family farms to have a sustainable future. It is also part of its mandate to promote ethical, sustainable and responsible practices across its supply chain.

Collaboration with Firmenich and Jasmine Concrete, India's leading producer of floral extracts for fragrances, is key.

The project offers Tamil Nadu farmers an alternative approach to jasmine production, relying on permaculture principles such as soil restoration and water supply management to create a farming model that boosts the profits and wellbeing of farmers, while ensuring the quality of the flowers, Bulgari said.

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