

FRAGRANCE AND PERSONAL CARE

Franois Demachy, Dior and LVMH head of perfumes, wins French high honor for the arts

March 2, 2020



Franois Demachy oversees perfume development at LVMH and its Dior subsidiary, creating fragrance collections such as Maison Christian Dior. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

Franois Demachy, Dior perfumer-creator and director of perfume development at LVMH, has been awarded the Chevalier Des Arts et Des Lettres by France's minister of culture, Franck Riester.

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

Mr. Demachy, who has been in his position since 2006, was recognized for his contribution literature and the arts.

"Since 2006, the Ministry of Culture has been honoring artisans with exceptional expertise at houses that are members of the Comit Colbert," Mr. Riester said in a statement. "This year again, I am proud to honor a new group of artisans, in order to pay tribute to their invaluable contribution to culture and heritage.

"This sign of recognition also emphasizes the essential role they play in passing on their skills to the younger generation," he said.



The Chevalier Des Arts et Des Lettres ceremony: Dior and LVMH perfumer Franois Demachy (left) with French minister of culture Franck Riester (right). Image courtesy of Dior

Scent of success

Comit Colbert is the trade association for France's most prestigious and storied luxury brands, including those involved in haute couture. Dior is a member.

Born in the French region of Grasse considered the birthplace of global perfumery where he also trained Mr. Demachy has modernized Dior fragrances such as Miss Dior, J'Adore and Eau Sauvage.

Dior Homme, the new fragrance from the House of Dior

The **Dior** "nose" also created new scents such as the Maison Christian Dior fragrance collection, women's perfume Joy and Sauvage, now the No. 1 men's perfume worldwide.

"His long-term involvement in the Grasse region has enable the House of Dior to actively contribute towards boosting fragrance flower cultivation for more than 10 years now, by creating multiple, exclusive partnerships between Christian Dior Parfums and young local producers," Dior said in a statement.

Portrait of Dior perfumer Franois Demachy

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.