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## Kenzo Parfums brightens Parisian gardens in Louvre partnership

August 28, 2020



*The flowers at the Louvre gardens include Kenzo poppies. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH's Kenzo Parfums is partnering with an iconic museum in a show of support for nature and beauty.

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Kenzo Parfums is sponsoring the floral landscaping at Paris' Muse du Louvre's Tuileries garden. The partnership, running through 2023, will illustrate the Maison's commitment to natural beauty.

### Kenzo flowers

The Louvre's flowerbeds, which span nearly 2,600 square meters or 3,110 yards, are planted twice yearly. The arrangements are inspired by the museum's exhibitions.

This summer's planting is reflective of the exhibition "Body and Soul, From Donatello to Michelangelo, Italian Renaissance Sculptures." Informative panels identify the plants and make connections to specific works in the exhibit.

The display features 60,000 bulbs, including 130 square meters of poppies the flower long associated with Kenzo. Lavender and wild grass are also incorporated into the flower beds.

Other luxury brands have also partnered with the Louvre.

Swiss watchmaker Vacheron Constantin is partnering with Paris' Muse du Louvre after a short hiatus to collaborate on projects in the fields of craftsmanship, haute horlogerie, art and culture.

The two organizations last worked together in 2016 when Vacheron Constantin restored La Cration du Monde, an 18<sup>th</sup> century clock gifted in 1754 to France's King Louis XV that is displayed in the Louvre. The partnership with the Louvre is in line with Vacheron Constantin's focus on arts and culture, including areas inherent in centuries-old institutions for which archiving, conservation and restoration are decisive factors ([see story](#)).