

FRAGRANCE AND PERSONAL CARE

Louis Vuitton explores fragrance composition with Stacy Martin in tranquil new film

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Stacy Martin visits Les Fontaines Parfumes. Image credit: Louis Vuitton

By NORA HOWE

French fashion house Louis Vuitton is sharing the intricate details and precise processes of fragrance through the eyes of one of its brand ambassadors.

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French actor Stacy Martin spent the day with master perfumer Jacques Cavallier Belletrud at the maison's fragrance atelier, Les Fontaines Parfumes, in the south of France. After exploring the estate's gardens and learning new ways to apply perfume, the actress learned how to create her own custom composition using some of the best natural raw materials.

A lesson in parfum

The 10-minute film follows Ms. Martin as she spends the day in the south of France with Mr. Cavallier Belletrud, learning about the details that go into Louis Vuitton's fragrance creation.

"I used to do this in my childhood I used to make bouquets for my mom and grandma, so it reminds me of that time," Ms. Martin recalls as the pair walks through the lush garden, picking jasmine. "The joy of simply creating."

The two enjoy smelling mint, jasmine, citrus and more.

"We forget to take the time to smell things," says Ms. Martin.

Stacy Martin learns about fragrance creation firsthand

Mr. Cavallier Belletrud explains how the maison places such an emphasis on utilizing ingredients from the earth, while having a sustainable mindset.

"Nature is the best perfume maker," Mr. Cavallier Belletrud claims.

"Our goal is to take care of crops," says Mr. Cavallier Belletrud. "We want to use less water to be as ethical as possible."

"We respect people and the earth, which is why we keep the future in mind," he says. "I want to see my daughter use jasmine in 30 years it's what we keep in mind."



Jacques Cavallier Belletrud joined LVMH in 2012. Image credit: Louis Vuitton

In the final part of the film, Mr. Cavallier Belletrud welcomes Ms. Martin to his studio, where he creates the brand's most iconic fragrances where he proceeds to teach her the best ways to apply perfume.

Finally, Mr. Cavallier Belletrud and his team guide Ms. Martin through the meticulous process of combining various scents to create her own custom fragrance.

"It's like a little girl's dream that I didn't know I had," she says while testing her new creation.

Fragrance is the door to luxury

Historically, fragrance has been a staple of luxury and provides a way for many consumers to enter the world of luxury, no matter the sector. However, Louis Vuitton's fragrances have higher price tags than similar offerings from other luxury brands.

In 2016, Louis Vuitton returned to the fragrance sector after a decades-long hiatus. For the fragrance project, Louis Vuitton established it Les Fontains Parfumes, where Mr. Cavallier Belletrud has since served as the in-house perfumer ([see story](#)).

Louis Vuitton enlisted another brand ambassador to star in a fragrance film campaign about life's perpetual movement back in 2018.

Academy Award-winner Emma Stone was at the center of the film for brand's perfume *Attrape-Rves*, or "Dream Catcher." The vignette follows her path on different journeys, inspiring others to see where life can take them ([see story](#)).

Prior to teaming with Louis Vuitton, Ms. Martin was the face of Miu Miu's fragrance launch in 2015 ([see story](#)).