

FRAGRANCE AND PERSONAL CARE

LVMH, Dior announce new fragrance creative director

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Francis Kurkdjian has been producing fragrances for more than two decades. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French fashion house Christian Dior and its parent organization LVMH have announced the arrival of Francis Kurkdjian as perfume creation director at Parfums Christian Dior.

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As artistic director and perfume creator of his eponymous label Maison Francis Kurkdjian, which has been a part of the LVMH group since 2017, Mr. Kurkdjian has played a major role in the world of contemporary luxury fragrance. He succeeds Francois Demachy, who served as Dior's perfume creator since 2006.

"Francis Kurkdjian is a visionary perfumer and a passionate artist who brings his full creative energies, savoir-faire and exacting professionalism to Dior perfumes, crafting future Dior fragrances that will conquer the world," said Laurent Kleitman, president and CEO of Parfums Christian Dior, in a statement.

"Francis will build his creations from an exceptional olfactory heritage which started in 1947, anchored in the use of exceptional flowers and bold creative initiatives."

Parfums Dior

At the age of 25, Mr. Kurkdjian composed his first men's fragrance, Le Male by Jean-Paul Gaultier, a launching point for his career. In 2001, he opened his own fragrance studio.

While he will remain artistic director of the label, he is now responsible for leading the creation of Dior's fragrances.



He succeeds Dior perfume creator Franois Demachy, who is known for creating the brand's Sauvage scent. Image credit: Dior

Mr. Kurkdjian previously created scents for Dior, including Eau Noire and Cologne Blanche for the Collection Prive Christian Dior.

In 2008, he was named Best Perfumer by Cosmtique Magazine, and many of his fragrances have won international prizes. In 2009, he was made Knight of Arts and Letters by the French Ministry.

He has collaborated with renowned artists such as Sophie Calle and choreographer Christian Rizzo, and has garnered his passion for performance art to create various olfactory installations in places like the Grand Palais and Versailles.

Mr. Kurkdjian succeeds Dior's longtime perfume creator, Mr. Demachy.

During his time at Dior, Mr. Demachy revisited iconic fragrances such as J'adore and Miss Dior, but is most known for creating the Sauvage men's fragrance in 2015.

Last month, the brand launched a new Sauvage campaign starring American actor and longtime Dior ambassador Johnny Depp. Dior Parfums had been teasing the campaign, coinciding with the release of the new Sauvage Elixir concentrated fragrance, for several weeks ([see story](#)).

"Franois Demachy will remain one of the most prominent talents among all those who have helped celebrate the unique Dior spirit and perpetuate the Dior dream," Mr. Kleitman said. "His scents are treasures that will remain timeless."

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