

FRAGRANCE AND PERSONAL CARE

Maison Francis Kurkdjian to open Perfumer's Garden to public

July 19, 2022



The Perfumer's Garden is offering consumers an unparalleled experience. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH's Maison Francis Kurkdjian is supporting the creation of the Perfumer's Garden, a space that will house hundreds of disparate plants used for perfume making.

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Opening in spring 2023 and located in the Chateau de Versailles Orangerie garden at the Trianon estate, the garden will be a hub showcasing myriad scents that are integral in perfume creation. The Perfumer's Garden will be open to the public, offering the ultimate olfactory experience.

Sensing it all

The project is a result of a partnership between Francis Kurkdjian, cofounder of Maison Francis Kurkdjian, and Trianon gardeners. The Perfumer's Garden will catalog hundreds of fragrant species which are inspired by the essence of the 17th-century Trianon gardens.

The creation of the Trianon gardens centuries ago fueled a fragrance and perfume craze, making the court of Versailles a hub for the perfume-making craft from the 17th century onward. Mr. Kurkdjian has a longstanding relationship with the Trianon gardens as well, having been a graduate from Versailles' perfumery school and recreating Marie Antoinette's Sillage de la Reine scent.



The garden will host both traditional and unexpected scents. Image credit: LVMH

In 2017, LVMH acquired a majority stake in fragrance brand Maison Francis Kurkdjian ([see story](#)).

The Perfumer's Garden will host a diverse lineup, from roses and jasmine to plants with unexpected scents like chocolate and apple. Malodorous and "mute" plants including hyacinth, peony and violet will also be included.

The Perfumer's Garden is offering consumers an unparalleled experience in discovering Versailles through a revelatory garden previously closed to the public.

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