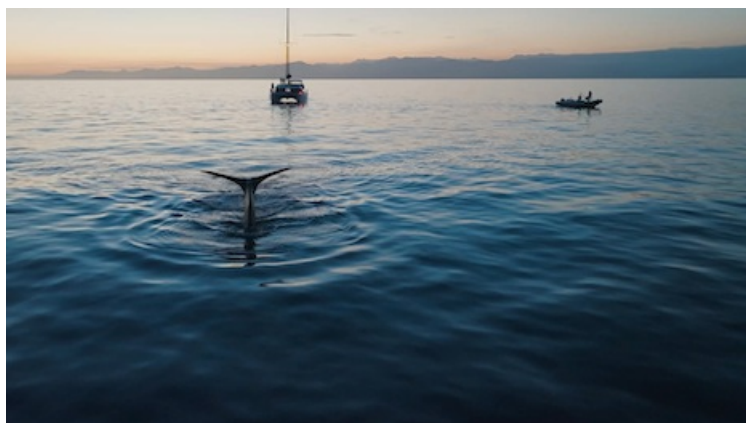


FRAGRANCE AND PERSONAL CARE

Maison Francis Kurkdjian supports marine life conservation with new partnership

March 8, 2023



The brand's work with Longitude 181 will focus on the Mediterranean Sea along the coast of France. Image credit: Patrick Wack/Longitude 181

By LUXURY DAILY NEWS SERVICE

LVMH-owned Maison Francis Kurkdjian is helping to protect and preserve one of nature's vulnerable species and, with it, one of perfume's most precious commodities.

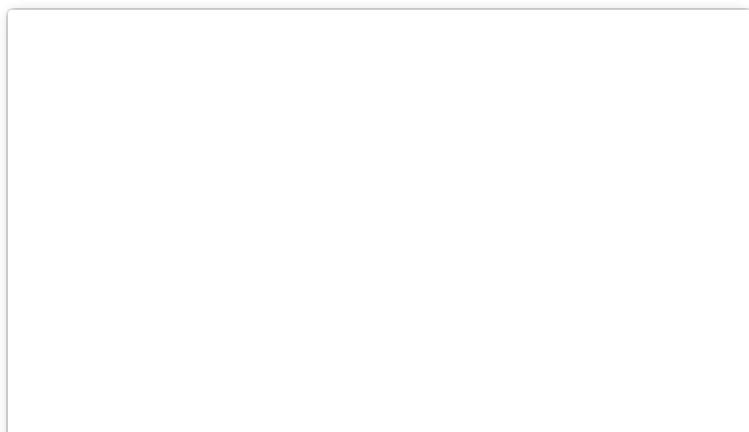
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The brand has joined and expanded the mission of Longitude 181, a nonprofit organization founded by oceanographer Dr. Francois Sarano, to study and observe the behavior of the sperm whale population to safeguard the species and allow it to thrive. This mission contributes to the LVMH conglomerate's Life 360 program, one of the pillars of which is to promote biodiversity and conserve land.

Monarchs of the ocean

Cofounded in 2009 by Marc Chaya and its namesake perfumer, Maison Francis Kurkdjian has gained worldwide recognition for its scents such as Amyris Femme and Baccarat Rouge 540.

Since 2002, Longitude 181 has worked to preserve and protect marine life with initiatives devoted to changing related legislature, promoting an eco-responsible approach to activities such as scuba diving and educating youth through its Ocean Academy.



[View this post on Instagram](#)

A post shared by Maison Francis Kurkdjian (@maisonfrancisku...)

Its Whale Way program, founded in 2015, works to study the migration and behavior pattern of sperm whales or cachalots to best help them live undisturbed so as to maintain their population numbers.

The program launched with a study off the coast of Mauritius, and for the brand's part will focus on the Mediterranean Sea near Port-Cros island, the first national park in Europe to unite protection zones for both land and sea.

Maison Francis Kurkdjian has a vested interest in safeguarding the sperm whale species, as the animal produces a substance called ambergris, which has for centuries been used to enhance the effects of fragrance. Though synthetic versions of the substance have been used in its stead, the effect, Mr. Kurkdjian insists, is just not comparable.

According to Longitude 181, the presence and health of sperm whales are good indicators of the health of the rest of the marine biosphere.

Since 1980, when it was declared illegal to hunt them, the species' population has grown, though they retain vulnerable status as their low and latent fertility rate is slow to compensate for the threat still posed by human interference and pollution.

More information about the project can be found [here](#).

Last November, the LVMH conglomerate focused its conservation efforts on dry land, joining the Circular Bioeconomy Alliance, which is dedicated to implementing sustainable cotton production practices in the African countries that border Lake Chad ([see story](#)).

In July, Maison Francis Kurkdjian lent support to the Perfumer's Garden at the Palace of Versailles in France, which houses hundreds of diverse plants used to make fragrance. The garden is set to open to the public in the spring ([see story](#)).

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