

FRAGRANCE AND PERSONAL CARE

## LVMH's Maison Francis Kurkdjian sponsors public garden at Versailles

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*Located in the heart of the Trianon Estate, the grounds contain a bevy of fragrant flowers, harkening back to the manor's 17th-century roots as well as the maison's signature collections. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH-owned perfume label **Maison Francis Kurkdjian** is uplifting an outdoor, royal residence.

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In a collaboration between the fragrance house and the Palace of Versailles, the Perfumer's Garden now welcomes visitors to the famed grounds. The manor's 17th-century roots and Maison Francis Kurkdjian's signature collections come together, the Trianon Estate blanketed with hundreds of aromatic flower species.

Gorgeous greenery

As the manor is now only accessible for touring groups, originally a place of respite for Louis XIV, the newly refreshed garden is positioned well to become a featured location.

Among the floral displays is the courtyard's "The Garden of Curiosities," home to the majority of ground's flowers. Nearby, there is a walkway called "Under the Trees" which carries visitors to a collection of blossoming Japanese cherry trees.

Thanks to the patronage of Maison Francis Kurkdjian, the Chateau de Versailles opens the Perfumer's Garden.

Learn More: <https://t.co/vWK9voIe5i#LVMH #MaisonFrancisKurkdjian pic.twitter.com/IKxs4G4S8e>

LVMH (@LVMH) [June 5, 2023](#)

The palace also features a hidden garden, which promises an intimate atmosphere.

Flowers and their respective fragrances, always a feature of the Court of Versailles, are pivotal to Maison Francis Kurkdjian and perfumery in general. It is in this shared appreciation and reliance that the relationship between the

two parties is shaped.

While open to the public, those wishing to visit the estate must reserve a time in advance at <https://www.chateauversailles.fr/decouvrir/domaine/domaine-trianon>

Recently, the fragrance brand has been fronting other preservation efforts, though just as at the palace, are equally nature-forward. Addressing ocean conservation, the company partnered with a marine conservation non-profit to safeguard the sperm whale population ([see story](#)).

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