

FRAGRANCE AND PERSONAL CARE

## Guerlain, Chaumet trade savior-faire secrets for reimagined Bee Bottle

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*The collaborative work results from 270 hours of artisany completed by hand at Chaumet's Place Vendme workshop. Image credit: Guerlain*

By EMILY IRIS DEGN

In light of an iterative project, French beauty brand Guerlain is tapping into the repertoire of a luxury peer.

Artisans at LVMH-owned jeweler Chaumet were asked to craft a special-edition version of a classic eau de cologne vessel in honor of the 170th anniversary of its partner's Bee Bottle. Beset with 336 brilliant-cut diamonds, the final product, titled "Le Bouquet de la Cour," works decorative elements of savior-faire into the Guerlain fragrance's function.

"What stands out to me with this is the detail and craftsmanship of the bottle," Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"Since it is inspired by the jewelry of Chaumet, it takes on a new meaning when placed on the bottle," Ms. Smith said. "The interpretation of the items is truly stunning.

"This is a bottle that will have high vanity appeal long after it has been used."

Ms. Smith is not affiliated with Guerlain, but agreed to comment as an industry expert.

Perfumery meets jewelry

Guerlain's latest update borrows codes from Chaumet, applying bejeweled accents to its nearly two-century-old Bee Bottle for "Le Bouquet de la Cour."

The collaborative work, which fuses two quintessentially French luxury markets jewelry and perfumery is the result of 270 hours of artisany completed by hand at Chaumet's Place Vendme workshop in Paris.

Both brands delve into specifics in a series of new content drops.

*Chaumet spearheads the design of "Le Bouquet de la Cour," transforming Guerlain's Bee Bottle*

Fully adorned in Guerlain's favorite insect, Chaumet brings a few new details to the table. In a video for the effort, Ehssan Moazen, director of the label's design studio, breaks down the updated components.

First up is a new plastron collar, which covers Guerlain's glass dome. Above this, tiny hexagonal tiles encircle the

Bee Bottle's mouth in gold.

Embedded in its opening, a bottle stopper displays a matching honeycomb arrangement the entire apparatus is decorated in more than 52 carats of diamonds and 650 grams of gold.

Patterns employed as part of the partnership mimic pieces found across the brand's [Bee My Love Collection](#), Mr. Moazen shares, as he offers different sources of inspiration for the reimagining. As it turns out, the central change involves an intricate, diadem-like ring, featuring a two-carat empress cut diamond and installed atop the Bee Bottle's stopper.

This hidden gem can serve solely as an adornment for the anniversary drop or can be worn alone.

"The merge of two houses coming together to commemorate this period of history is an exciting element to this piece," said Ms. Smith.



*A diamond ring tops Chaumet's Bee Bottle stopper. Image credit: Guerlain*

"The ability to learn about why this is significant is also another draw as I believe that people love digging deeper into the history of the brands and why they make the choices they do in their product assortment."

The brand states that the bespoke item, crafted upon request, will eventually be filled by a Guerlain fragrance selected by the client.

"I think the draw is multifaceted," Ms. Smith said.

"This will bring in fans of either brand thanks to it being a collaboration," she continued. "It's an item that could instantly become a heritage piece in any collection that one holds whether they collect bottles, fragrances, home decor in general, etc."

"Bee-spoke"

Guerlain has been quick to release bee-themed perfumes in light of the anniversary year.

In January 2023, the brand teamed up with design house Maison Matisse. The duo released two limited-edition fragrance collections inspired by the colors of 20th-century French colorist painter Henri Matisse ([see story](#)).

In June, Guerlain presented a campaign that struck a balance between humans and new technology. An artificial intelligence-generated film included 1,800 reimagined Bee Bottles, displaying a historic motif from a futuristic perspective ([see story](#)).



*The geometry of Chaumet's referenced jewelry collection finds its way onto the celebratory Guerlain bottle. Image credit: Guerlain*

After two centuries in existence, it seems that the fragrance name with deeper roots than many in its category is embracing modern trends.

This summer alone saw a range of actions on the part of Guerlain that fell in line with modern consumer attitudes and demands, from putting a priority on sustainability ([see story](#)) to playing with social media favorites like ASMR videos ([see story](#)). Each of these efforts was grounded in well-established elements of its own image like craftsmanship, luxury self-care and ties to the land.

Le Bouquet de la Cour follows suit, nodding to a bottle that stretches back 170 years, while also accepting aesthetics and functions that today's consumer enjoys.

"The use of products that utilize bees has been an ongoing trend as we know how beneficial they are to the ecosystem as well as how we need to protect them," said Ms. Smith.

"Bee details in jewelry are also a significant trend so having it adorned this way on the bottle is stunning," she said. "In addition, the facets of the bottle itself and having elements of geometry is another ongoing trend that is truly timeless."

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