

FRAGRANCE AND PERSONAL CARE

Diptyque puts Vietnamese traditions, landscapes centerstage

February 27, 2024



The limited-edition drop odes ancestral craftsmanship. Image courtesy of Diptyque

By EMILY IRIS DEGN

The French fragrance brand is inviting the world on a sensorial journey.

Putting Vietnam's traditions and landscapes centerstage, the maison has reimaged the Do Son scent collection. Made in collaboration with Hanoi-based craft company Hanoia, the limited-edition selection features lacquered wood and woven rattan these notes of cultural authenticity could appeal greatly to many luxury consumers, who increasingly express a desire for socially-conscious products and human-centric messaging.

"Diptyque's commitment to working with local artisans for the design elements and to create authentic packaging brings a level of detail that further elevates the brand in the luxury space," said Nicole Pearl, public relations coach and brand strategist at [Nicole Pearl](#), Chicago.

"In today's beauty landscape, storytelling is essential for not only deepening a brand's relationship with their existing customers but it's pivotal for connecting with new customers," Ms. Pearl said. "This collection's narrative also presents a variety of angles that can be leveraged to increase the brand's visibility on social media and in the press."

Ms. Pearl is not affiliated with Diptyque, but agreed to comment as an industry expert.

Diving into Do Son

Made using artistic methods that are traditional to Vietnam, the products shine thanks to polishing, sanding and varnishing work.

Hanoia lends an ancestral touch, basing its business on conserving age-old techniques and using locally sourced materials. Artisans at the company created fragrance and candle sets decorated with rattan covers.



The items are brought to life by traditional Vietnamese decorations. Image courtesy of Diptyque

The items' wooden bases and lids are engraved with Do Son illustrations, with the perfume bottles specifically embossed with stamps. These decorations share the same cinnabar red hue that Vietnamese lacquer is famous for.

A nearly five-minute video brings these offerings to life, live now on Diptyque's YouTube channel and advertised on its other social media platforms.

Directed by Paris-based studio Werlen Meyer and soundtracked by British electronic artist James Blake, the animated short film tells the story of the collection. The brand put the professional duo's work in the limelight last year ([see story](#)) when other products were added to the range.

Began in 1961, the French label's roots are deeply entrenched in a love for travel, with many modern collections drawing upon international cultures ([see story](#)).

Global inspirations greatly influenced founders Christiane Montadre-Gautrot, Desmond Knox-Leet and Yves Coueslant. The latter is a key player in Do Son, named after the resort town in northern Vietnam where he spent his summers as a child.



Imagery of Vietnamese scenery appears on the products. Image courtesy of Diptyque

Tuberose serves as the main scent in the line, beloved by Mr. Coueslant's mother. Other notes nod to sea breezes in the coastal locale, adrift with jasmine, marine and orange blossom fragrances.

French perfumer Fabrice Pellegrin is behind the delicate balance. The friend of the maison composed the Do Son signature smell, informed by the founder's memories and Vietnamese olfactory experiences.

The Premium Do Son Eau de Parfum set retails for \$280, with the Do Son Eau de Toilette ranging in price depending on size, from \$103 to \$230 the shower oil is \$57. The Classic Scented Tuberose Candle is \$74, and the Medium Scented Tuberose Candle and Lid is \$125.

Cultural authenticity is key

Shoppers are gradually showing more and more of a preference for brands that go deeper than surface-level advertising ([see story](#)).

Armed with more research tools and spending power than ever before, consumers want their money to go toward products that offer them something meaningful ([see story](#)). Many in luxury are leaning into this through cultural authenticity ([see story](#)).

This is being achieved through a variety of approaches, from collaborations ([see story](#)) to event participation ([see story](#)).

Diptyque dives into the world of Do Son

Recently, prestige houses have been activating with creators from First Nations communities. Dropping jointly-created products and shining a light on traditional clothing, the wave centered indigenous people's voices, granting sincerity to the efforts ([see story](#)).

As the Asia-Pacific region continues to be a key determinant of financial success, Vietnam is similarly gaining steam as an important market to engage with ([see story](#)).

Diptyque's highlighting of the country's art, native materials and local talent plays right into this. However, thanks to its longstanding ties to the nation, the effort reads as genuine rather than staged, possibly giving it a leg up on any competition deciding to engage with Vietnam later on.

"This collection presents the brand as more than a product," said Ms. Pearl.

"It shares a piece of the founder's story, which puts a face to the brand so customers can get to know the people behind Diptyque," she said. "This is essential for building brand loyalty."