

HERMÈS

HERMÈS PARFUMS

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HERMES PERFUMER

CHIC, TWO NEW COLOGNES!

HERMÈS



For the fun of it, for the hell of it

For nothing, for everything

For now, for a long time

For a laugh, for a blast

For the sake of form, for the sake of glory

For the sheer beauty of the gesture

For the love of sport

To break the ice

To break down walls

To play the game

To maintain a magisterial cool

To spritz, to share

To overflow with imagination

To challenge ingenuity

To be willingly spirited away

To put it on all over

To put it on just there

To make it springtime

“Colognes are a source of instant wellbeing and pleasure; nowadays they are seen as intimate perfumes, filling a need for refinement and sensuality that we feel in ourselves and for ourselves. They are classic, original, sometimes surprising... and I have created them to be lived rather than worn.”

Jean-Claude Ellena

Eau de mandarine ambrée and Eau de narcisse bleu

After *Eau d'Orange Verte*, *Eau de Pamplemousse Rose* and *Eau de Gentiane Blanche*, there will be two new *Colognes* at Hermès this spring.

Why?

So that three and two can make five.

Because *Colognes* are for collecting. Unashamedly.

To have the choice.

Because there is a time for everything, an *Eau* for every time of day and a colour for every mood.

Mandarine ambrée...

The familiarity, the smile, the acidic cheekiness, the shimmering brightness, the enveloping velvety smoothness... of a sun-drenched orchard

Narcisse bleu...

The mystery, the originality, the silence, the deep-seated freshness, the delicate contrast, the unexpected sophistication... of shaded undergrowth

Eau de Mandarine Ambrée and *Eau de Narcisse Bleu* are joining the three other *Colognes* in the Hermès *Colognes* Collection. These *Colognes* gladly embrace the annual theme “A sporting life!”, and good-naturedly invite their way into our lives.

Eau de Mandarine Ambrée and *Eau de Narcisse Bleu* will be available in Hermès stores and through our network of outlets from April 2013.

Hermès Perfumer

Hermès first made a commitment to perfumery, both as a craftsman of fine raw materials and an artist shaping emotions, in 1951. Since then a succession of creations have gradually built up a precious “library” filled with unusual olfactory stories, signed by the greatest authors.

Within the library of Hermès perfumes, each perfume is an original account, each perfume opens up an imaginary world.

In 2004 Jean-Claude Ellena joined Hermès to become its exclusive in-house perfumer, turning over new pages of an olfactory adventure that is as committed as it is free-spirited.

The library of Hermès perfumes houses the Novella Perfumes, Novel Perfumes and the Poem Perfumes created by Hermès.

The Novella Perfumes

Brief stories with a limited number of characters and events, the Novella Perfumes – the Garden-Perfumes collection and the Hermès *Colognes* collection – concentrate time around the moment.

The Colognes

Generous figurative expressions of simple instant pleasures, the Hermès *Colognes* offer a series of olfactory snapshots informed by the raw material. As perceived by Jean-Claude Ellena, Hermès establishes its own interpretation of Cologne styling, balanced between artistic sensibilities and skilled craftsmanship.

Eau d'Orange Verte

"Eau d'orange verte is the perfume for the Little Prince in all of us."

Jean-Claude Ellena.

The founding cologne created by Françoise Caron in 1979 and inspired by the smell of undergrowth on a dewy morning, this fragrance stands out for its unusual freshness, and has established itself as emblematic of Hermès. It is conceived as an explosion of citrus notes with orange playing the principal role among zests and leaves, lemon, mandarin, mint and blackcurrant bud. *Eau d'Orange Verte* reveals all its complexity in a unique sillage comprising oakmoss and patchouli.

Eau de Gentiane Blanche

"A counterpoint to tradition." Jean-Claude Ellena.

Conceived by Jean-Claude Ellena as a counterpart to interpretations of Cologne style, *Eau de Gentiane Blanche* re-explores the theme of freshness with a combination of character and delicacy. Complex, sophisticated gentian displays its various facets – bitter one minute, mellow the next – in an elegant vapour of white musks that strive for a degree of sweetness without resorting to trite sugariness, therefore acting as an original olfactory counterpoint to the gentian.

Eau de Pamplemousse Rose

"A bitter-sweet Cologne: freedom in tradition" Jean-Claude Ellena.

With its classical approach that emphasises the vivacity and sparkling freshness of citrus fruits, *Eau de Pamplemousse Rose* stands out thanks to its very modern composition. The citrus theme, incarnated here by grapefruit, takes on added sparkle when combined with roses. In a perfect balance of raw materials, the fruit dictates the tone in complicity with a flower used as a veil of light.

Eau de Mandarine Ambrée

"I don't know of a more cheerful smell than mandarin, a more velvety one than amber."

Jean-Claude Ellena

Reinventing its classic connections to citrus fruits and freshness, *Eau de Mandarine Ambrée* brings a cheeky yet gentle vitality to the genre of Colognes. Mandarin is imbued with cheerfulness and combines with a burst of passion fruit which is revealed by the velvety notes of amber. A shimmering, smooth, lively paradise captured in a colour.

Eau de Narcisse Bleu

"A creation made with complete freedom in which I particularly wanted to express the tactile nature of a raw material." Jean-Claude Ellena

An ode to a raw material reflected ad infinitum, playing on its salient characteristics, *Eau de Narcisse Bleu* pays homage to freshness in an unusual way. This exercise in style tackles the sense of touch, giving it complexity with orange blossom and galbanum. A distinctive contemporary writing style, combining the dense textured notes of narcissus with a delicate woody accord to form a muted contrast.

We would like to invite you to download the press pack
along with the visuals for the new *Colognes* 2013
from our ftp site:

www.hermesparfumeur.com

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