



A NEW COLLECTION

INTENSITY OF LIGHT

THE PURITY OF WHITE

Zenitic white: the saturated light
The mineral white: Marble, Alabaster
The whiteness of well-being, body care and soul



A NEW COLLECTION
IN A NEW UN/COLORED BOTTLE

THE WHITE COLLECTION
AVAILABLE IN MAY 2019

PURE WHITE CERAMIC + SILVERY DETAILS

Why a new color of bottle for a new collection?

A bottle with white ceramic: a main tool, entirely intended to serve the DNA of a new collection's theme.

The bottle of the Black Collection seems antinomic to the idea of **freshness**. The bottle of the Cruise Collection could give – wrongly – a connotation **too seasonal**, and the notes of **freshness** would be anecdotal compared to the theme of the trip and of the movement. We decide to craft a tool at this entrance to give all the necessary resonance to customers expectations, and decided to dedicate a new bottle to that collection. The new bottle is here to reveal an original construction and put forward a certain sophistication.



WHY A NEW COLLECTION?

To the questions “**What would you like to wear?**”. Or “**What do you like the most?** More than 6 out of 10 customers **instinctively** respond to us wanting something fresh, without really knowing how to define it. We do not think it's just a matter of considering that the majority of customers like Cologne-style citrus, or strictly marine notes. We interpret that many people like perfumes with a fresh opening. Because “**freshness**” is synonymous with comfort and cleanness. We started from the observation of that expectation and that wish to begin a reflection and to extend our catalog. We worked on a new architecture, on **a new structure to treat something immediately fresh**, sophisticated and edgy, according to the very idea of seduction. We worked on creating a new tool, which would be an additional entry key, to meet the wishes of people, whatever the season.

THE WHITE COLLECTION IS MODERN, COOL, GENDER FLUID, SEXY



SUNSUALITY

— A SILK OF CITRUS —



LEMON / KUMQUAT / GINGER
LEMON TREE BLOSSOM
CREAMY SANDALWOOD

A particularly **silky** fragrance, where Pierre GUILLAUME transformed the citrus acidity into **a scented caress**. The **Kumquat-Santal accord** seems infused with sunlight and develops on the skin **the charms of a melting cream**, soft and fresh.



HELIOFLORA

— A FRUIT & HERB SORBET —



RHUBARB / BASIL / APRICOT

BUDDLEIA

RED SANDALWOOD

Granita, called “granité” in French, also called “granita siciliana” in Italian, is a refreshing semi-frozen dish typical of Sicily. It comes in an intermediate consistency between that of a sherbet and crushed ice. Its current manufacture involves the partial freezing of a constantly stirred mixture of water, ice and fruit or other tasty ingredient...

Helioflora is **a woody floral built like a “granita”** of flowers, fruits, wood and herbs. **A sorbet** of rhubarb, apricot and basil **brings a particular flavor** to the floral scent of Buddleia (Butterfly Tree) and **the soft woody heat** of Red Sandalwood.



SWIM / SX

— A MUSKY SALT —



ROSEWOOD

ALGAE ABSOLUTE / YLANG-YLANG / INDIAN HEMP

OKOUME WOOD / MUSK

Aquatic & Sensual...

It kept his code name that sums it up so well. SWIM / SX (for SPORT SEXY) evokes **a sensual after-sun** that tells us about a man or a woman after a sea bath... Its **salty** and **desirable** skin. Okoume wood and musks **warm** the floral-fresh-solar accord of ylang-ylang, Pacific algae and rosewood, while a **hint of Indian hemp** soils the composition of a slight **animalic dimension**.

WHAT IS THE MEANING FOR THE WHITE COLLECTION?

HELIO

HELIOS, GREEK GOD,
PERSONALIZATION
OF THE SUN

RHODES TUTELARY GOD

GET THE SUN AND
THE LIGHT, AND SEE ALL
THAT HAPPENS ON EARTH



SCENTS

TO SCENT, SCENTING,
TO LIVE, LIVING...

SENSATIONS, VISUAL
AND OLFACTIVE EMOTIONS

ALL SENSES IN EVEIL

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