

diptyque  
paris

***A NEW STYLE OF PERFUME EVOKING  
THE SCENT OF « PHILOSOKOS » AND « L'OMBRE DANS L'EAU »***



diptyque's new range of solid perfumes offers disciples of independence and elegance - a new perfume experience.

Just like our founders first approach to perfumes, we have gone back to basics using the traditional handcrafted method of creating an aromatic paste as the base of our scents. The raw ingredients are combined and enriched through an immersion process, culminating in a final burst of heavenly fragrance.

Inspired by the traditional method of immersion and extraction of natural aromas, the creation of our solid perfumes emulates the scented “ointments” in the Indian region of Grasse. Submerged in a balm, the pure scent of the flowers naturally permeates through. It is an arduous process requiring daily filtering and replacement of the flowers until a fully saturated paste is rendered. A combination of the scented ointment with an alcohol-based liquid was enough to bring perfume as we recognise it today to life.

Though invented four-thousand-years ago, solid perfume, also known as ‘concrete perfume’, made a comeback in the 1920s.

Solid perfume bespeaks the most delicate elegance; it glides from the tip of your finger behind your ear, on to your neck, across your collarbone or over your wrist where the fragrance is most ambrosial.

Lingering like a second skin, our solid perfume lightly releases a trail of scent throughout the day.

A luxurious jet-black casing carefully conserves the delicate scent of this precious balm. The elegant oval shape pays homage to the world renowned diptyque logo, whilst the brand name is discretely and artfully engraved onto the lid.

The case is the ideal size to slip into your pocket or purse making this beautiful little box the ideal companion throughout life’s adventures.

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This product epitomizes the phrase “never leave home without it.” Fragrance at your fingertips where and when you choose, we call that a perfect luxury, wouldn't you?

## *Philosykos*

A joyous souvenir of vacations in Greece...

*Philosykos* is the entirety of a fig tree contained in a bottle: the roots, the milky sap of the fruit, the bark but above all the freshness of the leaves in their different phases of development. The white cedar, which adds to the potency and aroma, gives it even sunnier depths.



## *L'Ombre dans l'Eau*

The rustling of petals and the leaves of bushes heavy with fruit in an English garden...

The very botanical, very green vigor of the black currant foliage sap is fused with Bergamot and mandarin to temper the leafy note.

Fresh, crisp Damask roses flourish and arouse the senses. This floral bouquet takes on delicate persistence and roundness with a bottom note of ambergris and musks.



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The solid perfume will be available in November 2009  
for the suggested retail price of £28

at all diptyque POS - 195 Westbourne grove, 68 Marylebone High Street,  
37 Brook street, London -  
and through our regular resale distributors.

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