

diptyque

paris

A NEW GESTURE IN THE REALM OF FRAGRANCE PHILOSYPKOS AND L'OMBRE DANS L'EAU ARE ELEGANTLY REIMAGINED



diptyque's new range of solid perfumes offers a stylish independence in a new form of fragrance.

diptyque goes back to basics... for our first olfactive experiences, we used a traditional handcrafted method to create an aromatic paste as the base of our scents: combine raw ingredients, enrich them, immerse oneself, live through them... this was how we progressed until final burst of heavenly fragrance.

Inspired by the traditional method of perfumers, the solid perfumes are an echo of immersion and extraction techniques of natural aromas. From Grasse to the Indian regions, the creation of “ointments” remained the same: 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 creating a fully saturated paste of perfume... A combination of the scented ointments with an alcohol-based liquid was enough to bring life to the perfume, in its most classical form.

Although solid perfumes, also known as “concrete perfumes,” were invented four-thousand-years ago, they again rose to popularity in 1920s.

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

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

As a precious salve, it resides in a lovely case to preserve the delicate scent of this refined balm. The elegant oval shape pays homage to the world-renowned diptyque logo, while the brand name is discretely and artfully engraved onto the lid.

The case is the ideal size to slip into a 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, and 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 a delicate persistence and roundness with a bottom note of ambergris and musk.



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The solid perfume will be available in November 2009
for the suggested retail price of \$48

at the diptyque store in New York, 377 Bleecker Street,
at the diptyque store in San Francisco, 171 Maiden Lane
and other diptyque retailers.

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