

# Chopard

THE ARTISAN OF EMOTIONS - SINCE 1860

## THE CHOPARD NEW HAUTE PARFUMERIE COLLECTION GARDENS OF THE KINGS

***A collection of four masculine luxury fragrances showcasing the exceptional. The world's most precious oud - Oud Assafi -, sustainably sourced and flawlessly blended with a superb array of the finest natural ingredients.***

*"Echoing Chopard's high-jewelry creations, this unique collection celebrates the majestic beauty of nature and the endless emotions it awakens in the hearts of human beings.*

*Carefully composed from the finest and most precious natural ingredients, each fragrance showcases, for the very first time, an exceptional treasure from ethical and sustainable sourcing: pure Oud Assafi, the world's most precious oud.*

*I believe these exceptional creations will bring unique emotions and will make the people who wear them feel very special."*

**Caroline Scheufele**

*Artistic Director and Co-President of Chopard*

After **Gardens of the Tropics** and **Gardens of Paradise**, Chopard's new *Haute Parfumerie* collection for men - **Gardens of the Kings** - pays tribute to the most precious, noble and mythical natural ingredient in perfume - oud.

With **Gardens of the Kings**, for the first time, an entire *Haute Parfumerie* collection showcases the world's purest and most outstanding quality of oud - **Oud Assafi™<sup>(1)</sup> from Jalali Agarwood**. More precious than gold, Oud Assafi is ethically and sustainably sourced from the sacred lands of Sylhet - the cradle of Indian oud (*Al-Hindi*) since time immemorial.

A fragrant resin produced by a very rare species of Asian tropical tree, Oud Assafi is the finest quality extract of *Aquilaria Malaccensis*. It is one of the earth's most precious and expensive oils, produced in very small quantities each year. A pure olfactory wonder, its incomparable natural properties reveal a unique complexity: a perfect balance between smoky, woody and leathery notes, with accents of tobacco, vanilla and honey.

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The four fragrances, created by the Master Perfumer Alberto Morillas, take Oud Assafi on an olfactive journey across India, China, the Middle-East and South America, blending it with a superb array of exceptional natural ingredients responsibly sourced from five different continents.

Four perfumes - **Agar Royal - Aigle Impérial - Nuit des Rois - Or de Calambac** - whose scents and names reveal the mysteries and fascination of oud through time and the world.

The Mughals and Maharajas of India, the sophistication and mystery of the Far East, the great Arabian princes, the lush Latin America of the great seducers: each perfume pays tribute to oud by exploring its most mythical territories and tapping into the Master Perfumer's unbound curiosity and creativity.

Oud, agarwood, the wood of the gods, aloeswood, calambac, eaglewood, jinkoh and gahara are just some of the names given throughout history to this mythical wood.

King of woods and wood of kings, the treasure tree of perfumery has left its mark on human history and on the most emblematic civilizations. Born in India, oud travelled the Silk Road from China to Japan, then to the Arabian Peninsula and the borders of Byzantium. For each of these cultures, it has represented for millennia a mythical and mystical wood, the inestimable treasure of emperors and kings, symbolizing the very essence of royalty and masculinity.

Originating in the Sylhet region in Bangladesh, oud was born 3,500 years ago in the foothills of the Himalayas, where the waters of India feed a luxuriant natural realm of tropical forests, rice paddies and green tea plantations.

In this very region, oud also represents an inheritance and tradition that, for more than four centuries, has stirred the hearts and hands of family producer **Jalali Agarwood**, an icon of excellence in the **Naturals Together™** program of Swiss fragrance house **Firmenich**, precious partner of Chopard's commitment to **sustainable luxury perfumery**.

Today, the seventh generation of **Jalali Agarwood** is the guardian angel of a secular know-how devoted to responsible arboriculture. Extracting and distilling Oud Assafi

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oil of the highest possible level of quality requires great mastery and patience. It takes at least 40 to 50 years for the resin to ripen to perfection.

Heiress of this material and spiritual treasure, the family perpetuates the Sylheti's mindful tradition of oud: time-honored methods passed on from one generation to the next for extracting the purest and most precious oil, distilling only the black parts of the trees from family plantations in the respect of nature's rhythms, preserving the forests of tomorrow and redistributing wealth throughout the local oud communities.

Each generation works with the fruit of the labor of the generation that precedes it, and its own efforts will benefit the next generation. *Aquilaria Malaccensis* is a tree that gives full meaning to the notion of time and the passing of generations.

In creating **Gardens of the Kings**, Chopard embarked on a journey to the Sylhet lands of Bangladesh to visit Jalali Agarwood's family plantations, where nature quietly perfects the miracle of oud, to witness first-hand their responsible arboriculture and their unique tradition of distillation, encounter the oud master and the masters to be, and meet the large-hearted multi-ethnic communities of oud.

A journey that forever changed the way of looking at oud, leading to a deeper understanding of the meaning of the Jalali family philosophy, their profound commitment to nature and human beings, and their immense respect for this sacred treasure of their soil.

***"The time of oud is not the time of men. It's the time of Nature connecting generations through the legacy of an invaluable treasure, it's a time that naturally inspires immense gratitude and sacred respect".***

**Jalali Agarwood**

The powerful emotions originating from this unique and unprecedented experience - the authenticity of a people who deeply love nature and their lands - were captured for Chopard in all their intensity by photographer **Michael Christopher Brown**.

Thus, by choosing Oud Assafi for **Gardens of the Kings**, Chopard is showcasing the most exceptional perfume quality and also making an emblematic step in its Journey to Sustainable Luxury Perfumery. A new olfactory and human adventure that supports a unique family know-how, champions an ethical and respectful approach

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to people and to the environment, and helps the preservation and transmission of the most emblematic and precious olfactory wonder in all of perfumery.

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(1) Originating in Assam, birthplace of Oud, OUD ASSAFI™ is the finest quality extract of *Aquilaria malaccensis*, a variety first registered by Firmenich for use in Perfumery.

## **AGAR ROYAL**

### **The radiant splendor of the Maharajahs of India**

*Agar Royal* is a tribute to the Great Kings of the Indies, the palaces of the Maharajahs, and the splendor and shimmering colors of the subcontinent, which makes oud vibrate with all the light and richness of its land of origin.

The Master Perfumer created a noble and charismatic "white" oud by adorning Oud Assafi with other great symbols of India's perfume heritage – sambac jasmine, tuberose, sandalwood and cypriol nagarmotha.

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A fragrance whose name evokes its roots: in Sanskrit "agaru" means "wood that does not float" because of its high content of resin. *Agar Royal* is a perfume of royal lineage worn as an invisible garment embroidered with gold and light.

***"I imagined Agar Royal as a tribute to the noblest heritage of India and its olfactory intensity.***

***Agar Royal is like a precious white fabric, a brocade of silk and white gold encrusted with stones, ornaments and sequins - the ceremonial dress of a great Mughal emperor.***

***In creating it, I wanted to pay homage to all the great raw materials of perfumery that have the power to transport me into the intoxicating sensuality and mystery of India: Indian oud, sambac jasmine, tuberose, sandalwood, cypriol nagarmotha ..."***

**Alberto Morillas**  
Master Perfumer

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## **AIGLE IMPERIAL**

### **The sophistication and mystery of the Far East**

*Aigle Impérial* pays tribute to the majestic jade-green forests and imperial gardens of the Far-East, treasuring sacred temples and magnificent palaces bathed in the vital energy of nature.

The Master Perfumer has envisioned a natural and airy oud with an intense woody heart and a vegetal breath of fresh, ethereal air, blended with the mysterious notes of dark incense.

Recalling that in its history oud bore the name of Eaglewood, *Aigle Impérial* captures the heights of a vibrant and rejuvenating freshness, one that accompanies the mystical silence of a Far East undergrowth at dawn.

***"I pictured a perfume as high and airy as the flight of an imperial eagle over the majestic forests of the high mountains of Asia, hiding sacred temples and magnificent silent palaces.***

***I wanted to exalt the contrast between the pure and intense jade-green freshness of the forest with the woody resinous heart of Oud Assafi, and the mysterious wisps of smoked incense.***

***A natural, aromatic and oxygenated green oud that I have engorged with the golden light of mandarin, lemon and citron, the limpidity of green tea notes and ginger, and the intensity of patchouli leaves."***

**Alberto Morillas**  
Master Perfumer

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## **NUIT DES ROIS** **The magnificence of the Princes of Arabia**

*Nuit des Rois* is a grandiose tribute to the Arabian princes, masters of sumptuous ceremonies, and to the bewitching spell of starlit desert nights.

The Master Perfumer, Alberto Morillas, conceived the "king of woods, wood of kings" as a powerful nocturnal oud: rich, opulent and glamorous, blended with two other grand naturals of perfumery - Bulgarian rose and Orris. Three exceptional materials that together signify an olfactory wealth, beauty and contemporary immensity as infinite as the horizon of a "night of kings".

***"I imagined Nuit des Rois as an opulent elixir for a magical and sumptuous night in the infinite desert, bathed in golden light and the scent of extraordinary materials.***

***A moment of a time suspended in the exceptional, incarnated by the wealth of the three greatest and most precious natural raw materials in perfumery - Oud Assafi, Bulgarian rose and orris - spreading out their luxurious aura like a red carpet, together with benzoin, patchouli, oliban, saffron, honey and vanilla, and the sensuality of a dark and supple leather note.***

***This is a fragrance that reminds me of the heady air of the sumptuous nights of the Orient."***

**Alberto Morillas**  
Master Perfumer

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## **OR DE CALAMBAC**

### **The richness of an epicurean oud soaked with the colors of Latin America**

With *Or de Calambac* the Master-Perfumer frees himself from the history of oud by reinventing it and giving it the colors, energy and tastes of lush Latin America and its great seducers.

He has imagined an epicurean oud, from whence Oud Assafi radiates all the wealth of the land where spices and noble ingredients are born to fill in the senses.

After envisioning this oud discovering the New World, Alberto Morillas brings it back, redolent with a luxuriance of new smells and tastes.

*"I imagined Or de Calambac as an avant-garde oud freed from its historical heritage, traveling to the borders of a new continent and immersing itself in a territory that it has never explored before.*

*A gourmet and epicurean oud with warm and cold gold glints that is addictive, that seduces and is savored through all the nuances of hot and fresh spices like cinnamon, cardamom, star anise and pepper, gourmet notes like cocoa, tonka bean and vanilla, and the warm, woody notes of vetiver and gaiac wood.*

*These raw materials evoke to me all the natural riches of South America and the history of the trade routes on which they voyaged around the world."*

**Alberto Morillas**  
Master Perfumer



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## CHOPARD LOVES NATURE

*"We inherited this Earth and this Nature. We feel deeply responsible for taking caring of them for future generations."*

**Caroline Scheufele**

*Artistic Director and Co-President of Chopard*

Nature inspires, offers extraordinary resources, and in return deserves attention and respect. This is the philosophy that led Chopard to undertake, in 2013, its Journey to Sustainable Luxury. The ultimate alliance of ethics and aesthetics, the philosophy behind Chopard's creation of perfumes is guided by a desire to perpetuate the noble heritage of perfumery: signature fragrances made from great raw materials with an ethical soul.

Since the launch in 2017 of its first collection of Haute Parfumerie, Chopard has embarked on a Journey to Sustainable Luxury Perfumery, collaborating closely with one of the largest Swiss fragrance companies, Firmenich, on its Naturals Together™ excellence program.

Naturals Together™ is an international platform created by Firmenich in 2014 bringing together many of the world's best natural ingredients artisans and suppliers, to ally excellence with social and environmental consciousness, totally in tune with Chopard's philosophy.

Each olfactory adventure is born from rare essences, natural ingredients of the highest quality from responsible and ethical sources, uniting the values of Firmenich, Chopard, and the local producers and artisans with whom they work hand in hand.

A human adventure guided by passion, respect and know-how, passed down from generation to generation.

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## THE COLLECTION OFFER

Suggested Retail Price (\*): Eau de Parfum 100ml at 285€  
Launch date: key selective doors as of June 2019  
World-wide roll-out: as of September 2019

(\* ) France Base Market Price

## **Alberto Morillas, Master Perfumer**

After decades of unwavering passion for the craft of perfumery, Alberto's ideas continue to stand out. His extraordinary journey is alive in his intricately designed, legendary body of creations. It is certainly no surprise that Master Perfumer Alberto Morillas is the very first perfumer in history to receive the Fragrance Foundation's esteemed Lifetime Achievement Award. His life-long partnership with research and development chemists and encyclopedic knowledge of perfume history allow him to fuse innovative natural techniques with breakthrough synthetic molecules, many of which he helped bring to patent, to create true works of art. Humbly, he notes that he still has doubts. "Even when we've learned everything there is to know, there is always doubt. A formula is like a well-written sentence: there are thousands of beautiful words from which to choose, but what makes it impactful, is the emotion with which they are brought together."

Raised in Seville, Alberto was encouraged to develop and explore his inquisitive nature. His chic, refined parents were always elegantly dressed. The patio of his childhood home captured scents like a fragrance bottle. Young Alberto would revel in the scents of the well, of medlar trees, clean laundry and jasmine from their lush,

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beautiful garden. At the epicenter of his holidays was the ocean. Memories of sea breezes, the unforgettable smell of the Atlantic, and the mysterious secrets of the sea still move him. With a smile on his face, Alberto recalls a time when he spent his vacation in a phone booth in order to stay up to date on an important project. He sent his children to buy candy, using the change from their purchases to extend the call as time ran out.

Alberto's three children, now grown, have chosen different career paths than their father's despite their inherited olfactive gift. "You must have an innate passion for creation. It's a calling. You have to love it, love it, and... love it." While Alberto's heart belongs to Andalusia, his life's work brought him to Geneva, where his desk sits in the middle of his laboratory. As a young man, he had a revelation that behind every fragrance is a designer. "If a fashion designer couldn't touch and experience the fabric with his hands, it would be... unthinkable." Much of his inspiration comes from being surrounded by his ingredients, and he couldn't imagine doing it any other way. Having always looked to the future, "maybe too much!", he

admits that he doesn't get much sleep. There's too much to do, too much inspiration to gather, from strolling through his beloved garden with a freshly brewed cup of coffee in hand, to observing tigers in India. Nothing stops a true creative mind, not even the day's end.

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## **THE CHOPARD NEW HIGH PERFUMERY COLLECTION**

Inspired by the *Gardens of Paradise*.

Four sumptuous fragrances based on a Luxury Natural Philosophy

### **CHOPARD**

**An audacious, luxurious and ethical “Maison de Parfums”**

**Chopard Parfums is proud to announce the launch of four new fragrances inspired by the Gardens of Paradise. In-line with Chopard’s commitment with The Journey to Sustainable Luxury, Chopard Parfums is launching a new initiative in a visionary journey towards natural and responsible perfumery.**

**Chopard was the first watchmaker and jeweller in the world to enable small scale mining communities to reach Fairmined certification as well as provide training, social welfare and environmental support.**

**With these new fragrances, the Maison reaffirms its commitment by introducing the first high-perfumery collection showcasing twenty-five premium natural ingredients largely coming from Firmenich Naturals Together sustainability programme.**

Leading the brand at the forefront of luxury natural perfumery and echoing the brand’s vision as a Jeweller, Chopard Parfums will place natural, positive and ethical luxury perfume-making at the heart of its inspiration as a *Maison de Parfums*.

Chopard aims at creating exceptional fragrances, rich of the most pristine and premium natural ingredients, in-line with its Journey to Sustainable Luxury, a project that started in 2013 at Cannes Film Festival with the launch of the High Jewellery Green Carpet Collection. It is a multi-year and ambitious program, focusing on sourcing and traceability of raw materials, led by Caroline Scheufele in partnership with Eco-Age and its creative Director Livia Firth.

Chopard Parfums’ olfactive and social philosophy are united. The brand aims to follow the highest standards and champions excellence, individuality, nature and positivity—the core values at the very heart of its fragrance universe.



**CHOPARD PARFUMS NEW HIGH-PERFUMERY COLLECTION**

**inspired by**

**“The Gardens of Paradise”**

***Heavenly Fragrances made on Earth***

Inspired by the Arabian Gardens of Paradise, these four new high-end fragrances are a tribute to the most mythical and mystical gardens of the Orient.

From the Mediterranean to the East, these legendary gardens are the expression of the Golden age of the Arabian civilization. Mythical and mystical, peaceful and secret, traversed by rivers of water, milk and honey, these dream gardens were filled with the most beautiful, sweet-smelling and colourful flowers and fruits, under the shade of majestic trees.

With the Gardens of Paradise Collection, Chopard Parfums is offering fragrance connoisseurs the quality of the highest tradition of perfumery. These creations showcase an extraordinary quantity of pristine natural ingredients, shining the spot-light on twenty-five premium materials mostly coming from Firmenich centres of excellence across the World, under their Naturals Together sustainability program.

All four fragrances are creations from the world-class perfumer Alberto Morillas, one of the most iconic perfumers of our times and a true master of natural ingredients.

This new Collection follows the introduction of Chopard’s first four high-end fragrance creations, inspired by the Gardens of the Tropics, announced at the 2017 Cannes Film Festival.

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## ORANGE MAURESQUE

**A Moorish Garden of a sunlit citrus freshness. The radiant Glow of a Golden Age.**

Crisp, radiant and sensuous, Orange Mauresque is a sophisticated blend of zests, solar flowers and millenary amber notes.

A marvelous breath of citrus fruits, precious neroli and orange blossom absolute, nestled on the balsamic notes of Siam benzoin and copaiba balm.

*"I imagined this fragrance like the intense perfume as I walk through an alley of thousands of orange flowers in a Moorish garden under the late morning sun: warm, radiant, sensuous..."*

*There is a subtle, joyful citrus freshness, enriched with this marvelous breath of neroli and orange blossoms resting on warm solar notes. I wrapped this light and freshness in the intensity and captivating sensuality of millenary ambery notes".*

ALBERTO MORILLAS

### **Selection of signature ingredients from responsible sourcing :**

CALABRIAN BERGAMOT, MANDARIN, NEROLI BIGARADE PETALES - Essential Oils  
COPAIBA - Essential Oils

### **Olfactive Universe : Orange Blossom Amber**

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## JASMIN MOGHOL

### **The secret sensuality of sacred Nights in a Moghul Moonlight Garden.**

Nocturnal Indian and Chinese jasmine, exhilarating tuberose, intermingled with the most exquisite Damascena rose, creamy sandalwood and mystic cypriol, illuminate the night with their warm, intense and sultry scents.

*« This perfume is about contemplation. I close my eyes and it reminds me of Jaipur royal gardens in a silent night. The sun has set, leaving the nocturnal flowers to illuminate the night with their warm, narcotic, intense and sublime smell.*

*I used an exceptional Sambac Jasmine, natural Chinese Jasmine and an exquisite Damascena Rose Absolute.*

*I wanted to create this fragrance like a breathtaking cascade of these prodigious flowers together with burning sacred woods ».*

ALBERTO MORILLAS

### **Selection of signature ingredients from responsible sourcing**

INDIAN SAMBAC JASMINE, CHINESE JASMINE, TUBEROSE ABSOLUTE  
SANDALWOOD – ESSENTIAL OIL

### **Olfactive Universe: Jasmine Oriental Woods**

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## **ROSE SELJUKE**

**The richest Flower of Wonder, from the luxuriant hanging Gardens of Babylon.**

Rose Seljuka is a rich and intoxicating scent, an unexpected and luxuriant experience of rose

A superb quality Damascena rose is wrapped in a sumptuous blend of oriental woods, and smoothed with luscious Madagascar vanilla, tonka bean and Peru balm.

*“The inspiration of the Babylon hanging Gardens made me imagine this perfume as a primordial garden of eternal sensuality... Luxuriant and generous, totally mysterious and intoxicating..*

*I created this Perfume as a tribute to the most heavenly Flower on Earth.*

ALBERTO MORILLAS

### **Selection of signature ingredients from responsible sourcing**

**DAMASCENA ROSE - ABSOLUTE**

**SANDALWOOD, PATCHOULI – ESSENTIAL OILS**

**VANILLA - ABSOLUTE**

### **Olfactive Universe: Rose Oriental Woods**



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## MIEL D'ARABIE

### **A Haven of refreshing and sensuous notes. Divine Delight from the Desert.**

Reminiscent of precious spices, tea infusions and sweet pomegranate, Miel d'Arabie is textured with the floral and balsamic aromas of an exceptional honey extract.

Noble and earthy patchouli, together with incense and cypress essential oils, further contrast and deepen this intriguing and unforgettable scent.

*"I wanted to recreate the peaceful and restoring aura of the oasis, and its tradition of hospitality.*

*I imagined the reassuring scents of vegetal ambers, the touch and feel of warm sand in the powerful shadow of sky-reaching palm trees.*

*I wrapped everything into the rich aroma honey, to create a special sense of bliss and abundance."*

ALBERTO MORILLAS

### **Selection of signature ingredients from responsible sourcing**

**PINK PEPPER SFE – ESSENTIAL OIL**  
**PROVENCE HONEY - FIRABSOLUE**  
**INCENSE - ESSENTIAL OIL**

### **Olfactive universe: Amber Oriental**



**The Collection offer**

Suggested Retail Price: Eau de Parfum 100ml at 275€; Luxury Discovery Set: 4x10ml Eau de Parfum at 175€

Distribution: 70 doors in the Middle-East Region; up to 200 doors world-wide, with an additional selected list of Chopard Boutiques across the world.

Key launch dates: pre-launch at Harrods in mid-February 2018; roll-out in the Middle-East Region as of February 2018.

World-wide roll-out: as of April 2018.

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## **Alberto Morillas, Master Perfumer**

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Alberto's three children, now grown, have chosen different career paths than their father's despite their inherited olfactive gift. "You must have an innate passion for creation. It's a calling. You have to love it, love it, and... love it." While Alberto's heart belongs to Andalusia, his life's work brought him to Geneva, where his desk sits in the middle of his laboratory. As a young man, he had a revelation that behind every fragrance is a designer. "If a fashion designer couldn't touch and experience the fabric with his hands, it would be... unthinkable." Much of his inspiration comes from being surrounded by his ingredients, and he couldn't imagine doing it any other way. Having always looked to the future, "maybe too much!", he admits that he doesn't get much sleep. There's too much to do, too much inspiration to gather, from strolling through his beloved garden with a freshly brewed cup of coffee in hand, to observing tigers in India. Nothing stops a true creative mind, not even the day's end.

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*Passion for excellence since 1860*

## **CHOPARD PARFUMS**

### **1. CHOPARD PARFUMS ESTABLISHES ITS NEW FRAGRANCE HOUSE**

After more than 20 years with Coty, Chopard is establishing its own fragrance house, Chopard Parfums, positioning the brand at the forefront of luxury natural perfumery, and appeal to a discerning generation in search of thoughtful, creative and inspiring luxury.

By taking full control of its perfumery activities, Chopard ensures its rigorous standards of excellence, creativity and quality can be maintained in this category, and that they are completely in line with the company's strong ethical values.

The Chopard Parfums Maison is a **luxury perfume brand**, emblematic of a natural, positive and responsible perfumery, that places nature, ethics and natural ingredients at the very heart of its fragrance universe.

Created by world-class perfumers and crafted from the highest quality ingredients and the most treasured naturals, responsibly sourced from across the world, Chopard fragrances join the **brand's journey towards sustainable luxury**. They aspire to offer memorable perfume experiences which are mindful of our planet and people, protecting the best that nature can offer.

*"Always give our best and be kind, generous and open to others.  
Be happy! It is this positivity that carries us forward."*

*Caroline Scheufele  
Co-president of Chopard*

### **Patrizio Stella, CEO of Chopard Parfums**

In 2016 Mr. Patrizio Stella was appointed as Chief Executive Officer of Chopard Parfums, being entrusted with the important mission to lead the brand's international growth. A well-respected executive, with a rich experience in the luxury fragrance industry, Mr. Stella has been an instrumental force in the repatriation of Chopard's perfume business in-house. Since his appointment, Mr. Stella has enhanced the brand's innovative positioning and led the development of Chopard's fragrance portfolio, in line with Chopard's philosophy for ethical and positive perfumery.

A graduate of the Catholic University of Milano, Mr. Stella holds a Master in Marketing and Communication. He began his career in 1994, serving in a number of senior positions for Procter & Gamble's and Johnson & Johnson. In 2002 he joined Bulgari Parfums, initially as the European Managing Director, before becoming the Global Managing Director Perfume & Cosmetics. From 2011 to 2015, he first joined the group LVMH as Managing Director Europe of the Maison Parfums Dior in Paris, before taking the helm of LVMH Italia as the CEO of the group's Perfumes and Cosmetic division.

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Passion for excellence since 1860

## **2. THE NEW CHOPARD COLLECTION: FOUR HAUTE PARFUMERIE CREATIONS FOR MEN AND WOMEN**

Chopard's Haute Parfumerie creations represent a new chapter in Chopard's journey towards sustainable luxury. At the core of this luxury is a philosophy that places ethics at the heart of esthetics.

The first chapter of the journey started this year at the Cannes Film Festival with the preview of the **Haute Parfumerie Collection** inspired by "**The Gardens of the Tropics**" showcasing three extraordinary naturals from the Firmenich NATURALS TOGETHER™ program for responsible natural ingredient sourcing.

For this project, Chopard Parfums has joined forces with highly experienced Master Perfumers Alberto Morillas and Nathalie Lorson. Both are known for exploring new ways to create natural and emotional scents.

The offer:

- *Eaux de parfum 100ml at 225€, Discovery set: 4x 10ml EDP 120€*
- *Available in Chopard Boutiques in Europe and US by the end of 2017, Roll-out worldwide in First Semester 2018*
- *Key perfumes selective distribution: TSUM in Moscow and roll-out by the first semester 2018 in around 150 doors worldwide.*

### The Chopard Collection's Unique Ingredients Story: Three responsibly sourced naturals

In its first Haute Parfumerie creations, Chopard Parfums shines the spotlight on three natural ingredients from Firmenich's sustainable sourcing NATURALS TOGETHER™ program.

NATURALS TOGETHER™ is a Firmenich initiative completely in tune with Chopard's philosophy of ethical and ecological perfumery. Firmenich's "business for development" program, which brings together many of the world's best natural ingredients suppliers, is shaping the future of naturals by guaranteeing the excellence and sustainability of raw materials.

# *Chopard*

*Passion for excellence since 1860*

## Vetiver From Haiti

Haiti produces the highest quality vetiver in the world.

Since 2010, Firmenich has been part of an innovative multi-stakeholder partnership that sources vetiver from the Débouchette farming community in Haiti.

Now, more than half of their Haitian Vetiver is Ecocert ESR, ensuring greater price stability for the cooperative.

In a program that impacts 27,000 families, Firmenich's commitment to the Débouchette community focuses on women and children, and public health. In 2013, Firmenich also helped build a school for the community, and has recently upgraded it with computers.

## Vanilla From Madagascar

Madagascar is the premiere producer of the finest quality Bourbon vanilla in the world. Since 2007, Firmenich has been developing sustainability initiatives in vanilla production with its local supplier, helping the farmers' cooperative develop organic vanilla and attain Rainforest Alliance certification, while at the same time improving vanilla yield and quality. Its community efforts extend to building clean water wells in vanilla-producing villages, opening a medical dispensary, a preschool and more classrooms, and establishing tree nurseries to encourage crop diversification and reforestation.

## Cardamom From Guatemala

Firmenich has created a partnership in Guatemala with a network of cardamom planters. Beginning three years ago, these planters were able to extend their operation into distilling cardamom essential oil, using equipment provided by Firmenich. Working directly with farmers allows Firmenich to pay them higher prices and guarantee their income in return for a secure, high-quality supply of cardamom essential oil exclusively for Firmenich and its customers.

**THE VISION OF TWO MASTER PERFUMERS:**

Nathalie Lorson Creates:

Magnolia au Vetiver d'Haiti; Vanille de Madagascar; Neroli à la Cardamome du Guatemala

A pioneering woman in the field of perfumery, Nathalie Lorson works for others and with others. For her, creation depends on an expressive exchange of ideas and emotions. Her creations can be compared with pieces of a puzzle: each piece connects to another and adds its part to the whole. She builds by finding harmonies through contrast and interaction, until everything falls into place.

A prolific perfumer, the Grasse native is the nose behind some of the most iconic fragrances of our day, yet she remains humble and restless, ever pushed towards new horizons by her inquisitive, generous and imaginative spirit. She has received many prizes for her work, including Perfumer of the Year in Italy and France in 2015, yet her real reward comes when she passes a woman on the street who is wearing a fragrance she has created, and who has made it part of her life and her intimate world. "I don't do this metier for myself. My goal is to reach out to people."

*"For the Chopard Collection, I focused on shaping outstanding precious stones and highlighting their colorful facets. The extraordinary timepieces from the Chopard high jewelry collections inspired me to use only the most exquisite ingredients: responsibly sourced vetiver from Haiti, vanilla from Madagascar, and cardamom from Guatemala are emblematic of high jewelry values, and merge esthetics with ethics, a testament to Chopard's commitment to excellence and passion. The Chopard Collection transforms nature's treasures into meaningful luxury."*

# Chopard

Passion for excellence since 1860

## Alberto Morillas Creates Vetiver d'Haiti au Thé Vert

After decades of unwavering passion for the art of perfumery, Alberto Morillas' ideas continue to stand out. It's no surprise then that he is the first perfumer to receive the Fragrance Foundation's esteemed Lifetime Achievement Award.

Much of his inspiration comes from being surrounded by his favorite ingredients. Alberto grew up in Seville, Spain, and medlar trees, clean laundry, jasmine and the unforgettable smell of the Atlantic were the scents that defined his childhood. Andalusia will always have his heart, yet equally important is his life-long partnership with research and development chemists in Geneva, and his encyclopedic knowledge of perfume history. These allow him to fuse innovative natural techniques with breakthrough synthetic molecules, many of which he helped to patent, to create true works of art.

*"The extraordinary Chopard universe drew me into the enchanted world of natural gems. Like perfumers, jewelers are looking for the most precious elements nature offers. They trace the best quality ingredients to responsible sources that bring to life the creation of their imagination. I work in much the same way as a jewelry craftsman does, selecting his stones, and observing them carefully before cutting them to reveal their most dazzling light."*

## **FRAGRANCE DESCRIPTIONS:**

### VANILLA FROM MADAGASCAR

At the heart of Vanille de Madagascar, the purest Vanilla from Madagascar develops notes of chocolate, bourbon and caramel, producing an exhilarating, hypnotic sensation. Fragrant vanilla beans are, in their own way, diamonds in the rough. Bergamot, Matcha tea and Orange Blossom petals sparkle in splendid radiance and transform the composition into an absolute gem.

### NEROLI WITH CARDAMOM FROM GUATEMALA

A joyful and vibrant creation made from the finest seeds available. A vividly refreshing combination of Mandarin, Neroli Bigarade and Orange Blossom Absolute positively explodes with vitality, and is as fascinating as the most exquisite piece of jewelry.



# Chopard

*Passion for excellence since 1860*

## MAGNOLIA WITH VETIVER FROM HAITI

Magnolia and Vetiver from Haiti are laced together with vibrant wood, graceful flowers and the surprising spice and color of Pink Pepper, revealing nature's rich abundance in the most enticing way.

## VETIVER FROM HAITI WITH GREEN TEA

Vetiver from Haiti with Green Tea celebrates the beautiful quality of Haitian vetiver and the way it has so positively impacted the livelihood of local farmers. Its absolute, colorfully faceted purity mingles with the fresh vibrancy of Green Tea Nature Print. Emotions arise in perfect harmony with nature.