

DIOR

LES PARFUMS 2020



THE ZEN THE ZEN CO CO

03

DIOR, MAISON DE PARFUM

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FRAGRANCE AMBASSADORS



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A VISIONARY GENIUS: Christian Dior, in love with fragrance.

A PROMISE: the Dior dream and glamour in a drop of perfume.

- GRASSE: the land of anchorage, inspiration and creation. An exceptional terroir to grow Dior flowers for Dior fragrances.
- FRANCOIS DEMACHY, Dior in-house Perfumer-Creator.
- UNIQUE KNOW-HOW, 100% MADE IN DIOR, to uphold his creative freedom.
- A single objective: OFFER EXTRAORDINARILY RICH signatures, pleasures and olfactory emotions.

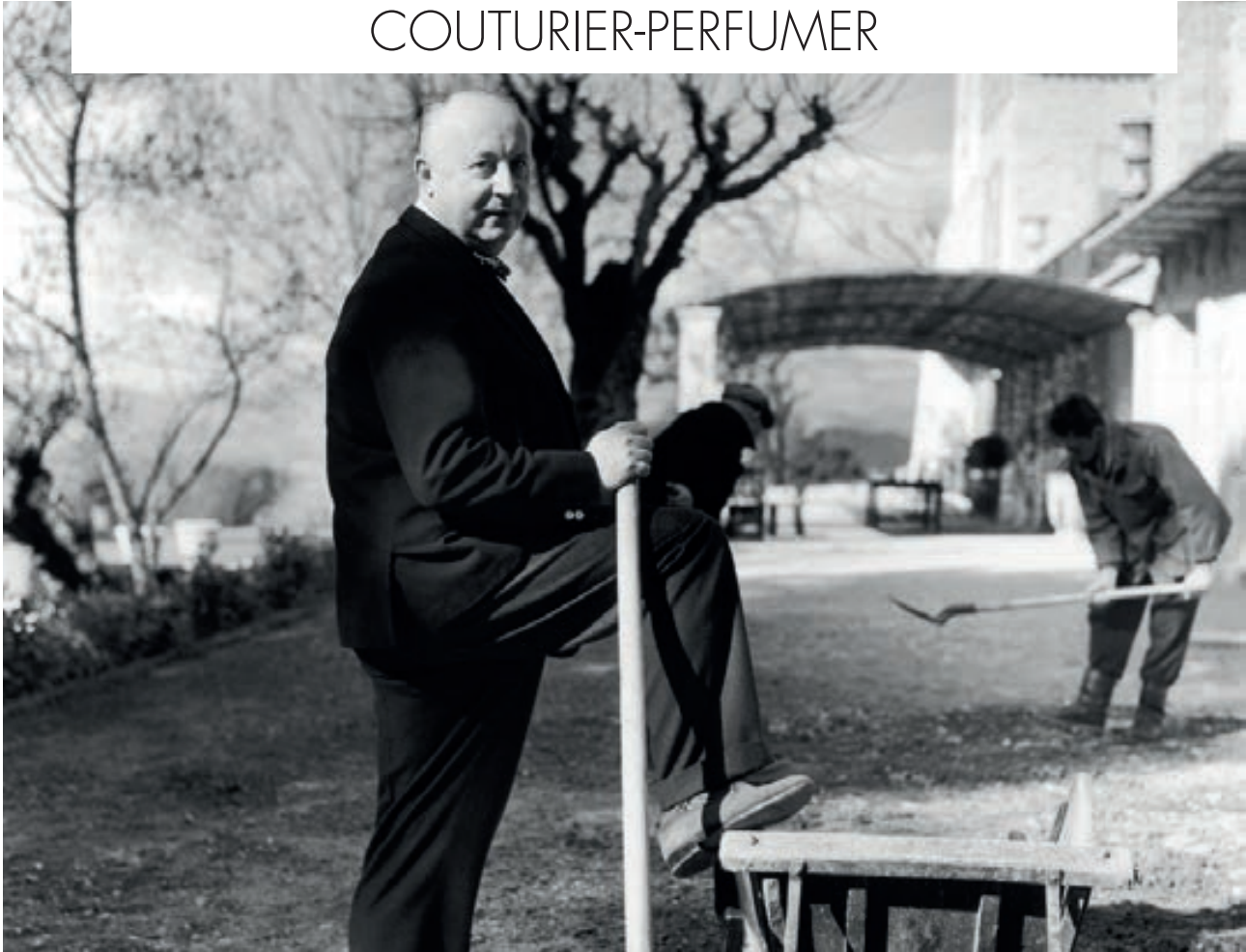
From flowers to the bottle, unique objects of desire driven by
A LOVE OF FRAGRANCE.

DIOR

MAISON DE PARFUM

1. CHRISTIAN DIOR, COUTURIER-PERFUMER
2. GRASSE, CRADLE OF PERFUMERY
3. 100% MADE IN DIOR

1. CHRISTIAN DIOR, COUTURIER-PERFUMER



**“ MY CHILDHOOD HOME... MY LIFE AND MY STYLE OWE
ALMOST EVERYTHING TO ITS LOCATION AND ARCHITECTURE. ”**

Christian Dior

HIS CHILDHOOD IN GRANVILLE

To understand the fragrances of Christian Dior, one must remember that gardens played a very important role in his life, from a very young age. He spent his childhood at the family estate in Granville on the Normandy coast.



Swept by the freshness of the wind and the sharp smell of pine needles strewn along the coast, his childhood garden blended the scents of rose, soil and leaves.



**THESE PERFUMED EMOTIONS
AND MEMORIES SHAPED
CHRISTIAN DIOR'S CREATIVE SOUL.**



HIS INSPIRATION

Christian Dior had loved flowers since he was a child. Flowers were an endless source of inspiration for the creator, and are thus predominant, particularly in the composition of his fragrances.



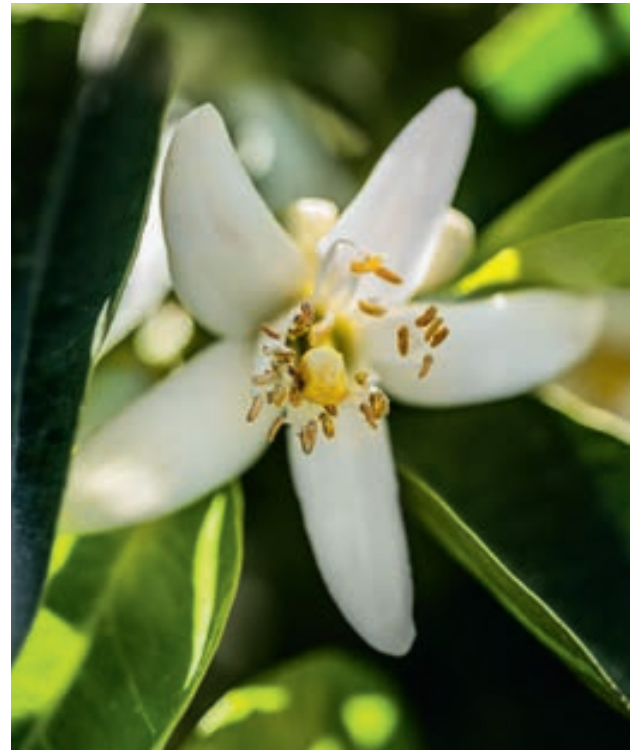
**“HAVING INHERITED MY MOTHER’S PASSION FOR FLOWERS,
I LOVED BEING IN THE COMPANY OF PLANTS AND GARDENERS.”**

Christian Dior



FLOWERS

IN ALL THEIR DIVERSITY



This genuine profusion of flowers has become a source of inspiration for Dior fragrances. Each Dior fragrance reflects the immense variety of shapes, colours and personalities that flowers offer, enhancing them to reveal their unexpected facets.

**THERE IS A FLOWER AT THE HEART
OF EVERY DIOR FRAGRANCE.**



DIOR LOOKED AT WOMEN AND FEMININITY IN A NEW LIGHT.

It all began at 30 Montaigne. This address will remain forevermore the anchoring point of the House of Dior, its heart and its backbone, its spirit and its nerve centre. Parisian glamour and the very spirit of haute couture spring forth from this site and shine all over the world. The New Look was a planetary revolution: on February 12th, 1947, Christian Dior presented his first collection, christened "Corolle" and "En 8". His "flower-women" had soft shoulders, full busts, petite waists and skirts as wide as corollas.

In just one collection, he invented a silhouette that would remain instantly recognisable.

Christian Dior restores and defends a femininity that many thought had disappeared. Dior's commitment and vision in 1947 and today: to make women beautiful, happy and confident... His vision would influence entire generations of couturiers in France and all over the world: bold, confident, radiant and sometimes insolent femininity that – most of all – expressed a feeling of freedom and happiness.

A DRESS, A FRAGRANCE

On February 12th, 1947, excitement filled the air at 30 avenue Montaigne. Christian Dior was about to unveil his first collection and his first fragrance...



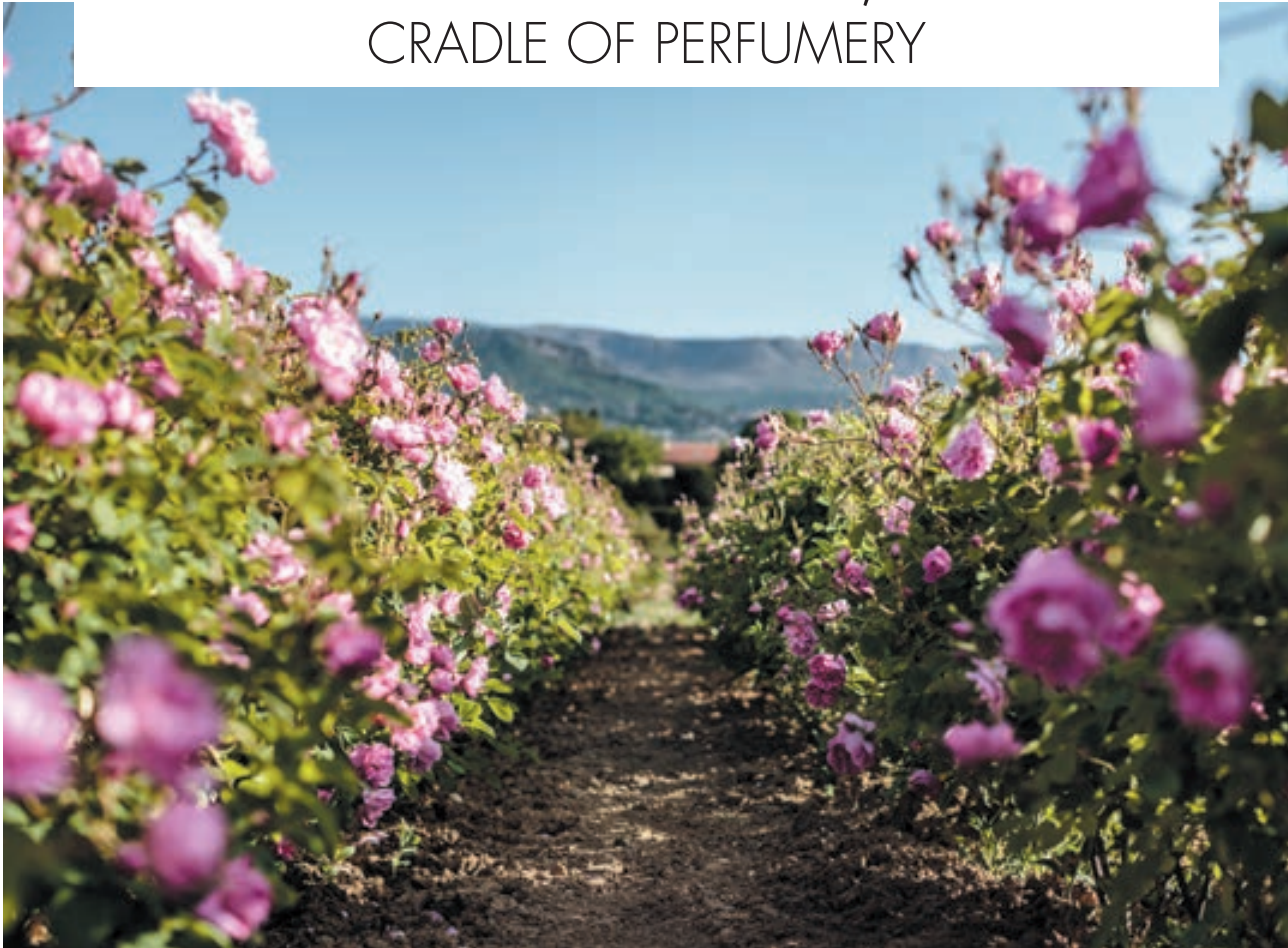
**“TODAY, I FEEL I AM AS MUCH
A PERFUMER AS A COUTURIER.”**
Christian Dior



For his first fashion show, Dior inundated the stairway and reception rooms of 30 avenue Montaigne with his first fragrance: Miss Dior.

A green chypre named after his sister Catherine, who shared his passion for flowers. He sprayed over a liter of fragrance, so much that the scent could be smelled in the street. The first bottle was an amphora. Its shape recalled the “figure 8” shape, in which the flower-woman already blossomed. It sparked a dialogue between the architecture of his dresses and that of his bottles, creating a link between the lines of the female body and the sensuality of the fragrances.

2. GRASSE, CRADLE OF PERFUMERY



“THE GRASSE PERFUMER STANDS OUT THROUGH HIS TECHNIQUE AND A FORM OF COMMUNION WITH HIS PRODUCTS. EXTREMELY ADVANCED KNOW-HOW. IN THE GRASSE FACTORIES, YOU LEARN THINGS THAT YOU CAN LEARN NOWHERE ELSE! AND THIS STILL HOLDS TRUE TODAY.”

François Demachy, Perfumer-Creator for the House of Dior

THE CHÂTEAU DE LA COLLE NOIRE

Provence and the Grasse region are intimately linked to the House of Dior's history. It was at his La Colle Noire property, located near Grasse on farmland devoted to fragrant flowers, that Christian Dior dreamt of Dior flowers for his fragrances. He shared this passion with his beloved sister, Catherine Dior. She made her home in the Grasse region and spent her time growing fragrant roses. Christian Dior lived there for four years and grew flowers with her. Later, he continued to return in order to recharge his batteries and draw inspiration from the flowers.

Christian Dior decided to purchase his last property in 1951. The Château de la Colle Noire was his haven of peace, his "true home".

There, he stepped out of his role as a couturier and fed his passion for exceptional flowers. Above all, the Château de la Colle Noire was a "garden-house" where he grew lush, scented hectares of May rose and Grasse jasmine. Christian Dior made his estate the symbol of the French art of living, which went hand in hand with simplicity and conviviality. He invited his friends to share his model of happiness.



In 2013, the House of Dior acquired the Château de la Colle Noire and brought its history back to life with a faithful restoration to carry out Christian Dior's dream: Dior flowers for Dior fragrances.

EXCLUSIVE PARTNERSHIPS

As with Haute Couture, certain olfactory ingredients are sold exclusively to Christian Dior Parfums. The challenge of luxury is also linked to this ability to discover new territories.



The House of Dior places great importance on the origin of its raw materials. Responsible sourcing and sustainable development are crucial to offer fragrances with superb raw materials. This cannot be achieved without partnerships that guarantee their exceptional quality. François Demachy, Perfumer-Creator for the House of Dior, makes a point of establishing exclusive partnerships with Grasse producers. At the Domaine de Manon

(Grasse), Carole Biancalana (1) farms Grandiflorum jasmine, May rose and tuberose. At the Clos de Callian, right near La Colle Noire, Armelle Janody (2) also grows May rose. In Vallauris, Christelle Archer (3) harvests orange blossom. The House of Dior creates lasting and privileged bonds with producers to have direct contact with the material and obtain the highest quality.



LES FONTAINES PARFUMÉES

Entirely devoted to fragrance creation, this Provençal manor house has held the laboratory of Perfumer-Creator François Demachy since 2016.



The most beautiful fields of expertise in French haute perfumery are united in his creative workshop, from the flower to the bottle. The manor house of Les Fontaines Parfumées is an exceptional space of creation and innovation and helps perpetuate a Grasse heritage with the utmost respect for the land and the passing time.

**An exceptional estate located
at the heart of Grasse.**

3. 100% MADE IN DIOR



THE PERFUMER-CREATOR

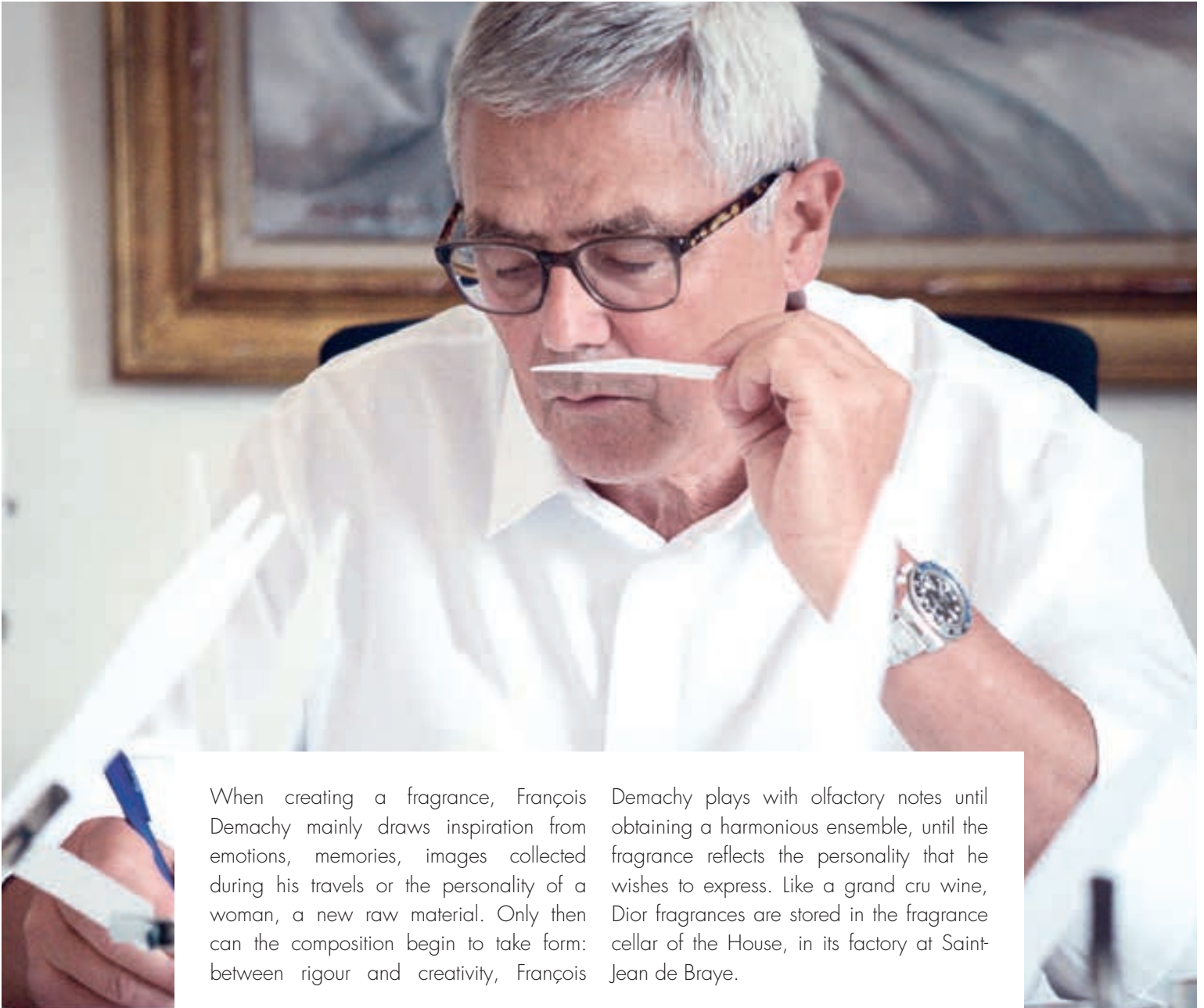
FRANÇOIS DEMACHY IS DIOR'S EXCLUSIVE IN-HOUSE PERFUMER-CREATOR.



**These exceptional ingredients
are the signature of his creations.**



Art lover and refined aesthete, François Demachy now perpetuates Christian Dior's philosophy and creative legacy, initiated in 1947, with rigour and imagination. He embodies the expertise and audacity of Dior fragrances, while ensuring quality and know-how. François Demachy grew up in Grasse, the cradle of perfumery. He has been surrounded by flowers since his childhood. It was there that he developed this love of fine materials and learned how to enhance their nature. For the Dior Perfumer-Creator, one must know a material, smell it and see it in its natural environment to be able to work with it. This is why he explores the world to choose the most beautiful essences.



When creating a fragrance, François Demachy mainly draws inspiration from emotions, memories, images collected during his travels or the personality of a woman, a new raw material. Only then can the composition begin to take form: between rigour and creativity, François

Demachy plays with olfactory notes until obtaining a harmonious ensemble, until the fragrance reflects the personality that he wishes to express. Like a grand cru wine, Dior fragrances are stored in the fragrance cellar of the House, in its factory at Saint-Jean de Braye.



SAINT-JEAN DE BRAYE

Dior fragrances are manufactured in the Dior factory located in Saint-Jean de Braye, France. The factory has its own cellar, where almost 600 ingredients are stored.

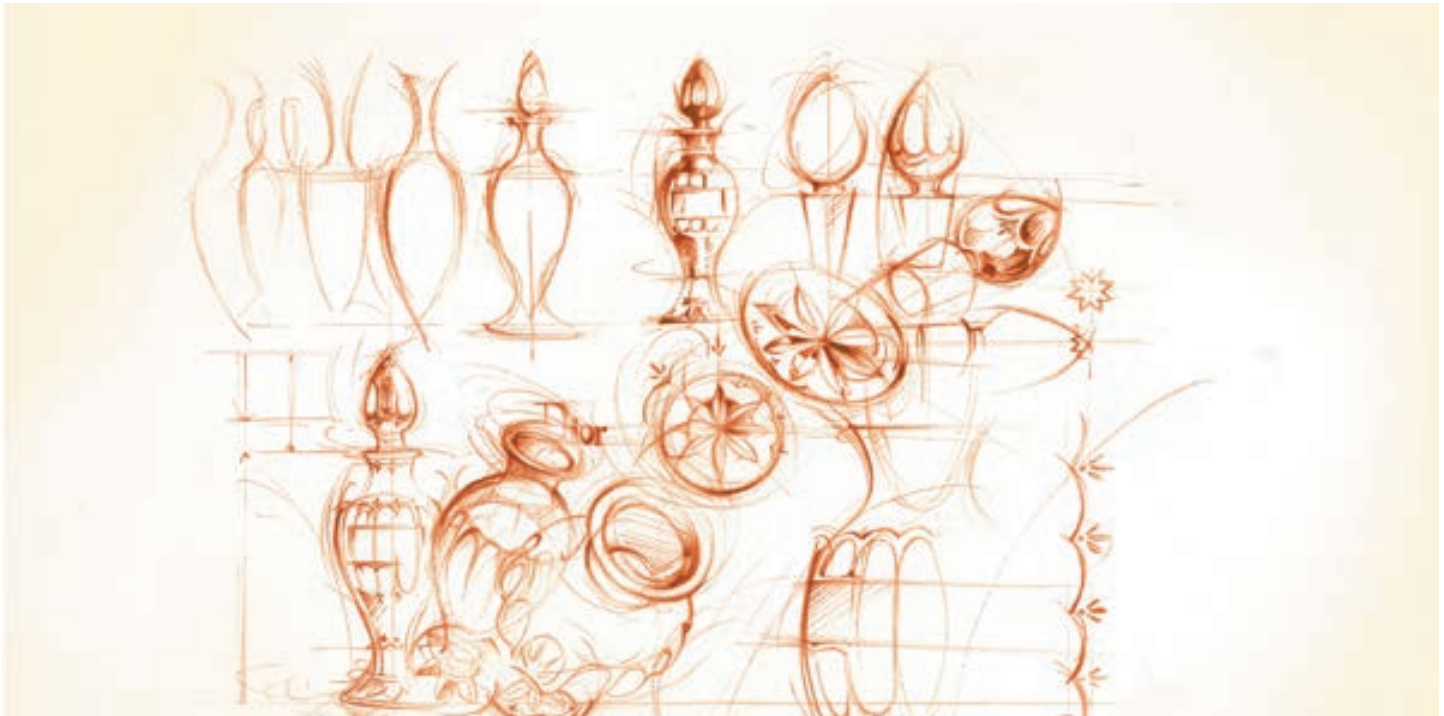
Weighed by hand, raw materials are first blended together according to the proportions indicated in the formula. The concentrate then matures so that the raw materials can be deployed and united as they come into contact. Then, it is diluted in alcohol. The blend is then filtered and chilled to preserve the interactions between the different ingredients in this state.

Each step undergoes a stringent inspection in order to ensure the olfactory quality of the product, but also its consistency, so that each bottle always contains a fragrance of equal quality over time.

Natural or synthetic, raw materials require special attention. The preservation of the fragrance and its ingredients call for painstaking know-how.

BOTTLE CREATION

Dior is one of the rare fragrance Houses with its own creation studio dedicated to bottles and packaging.



The preliminary sketches express a sense of perfection down to the last details: each line must compose a perfectly harmonious volume. Each characteristic must tell a story... These sketches require specific know-how, the result of years of experience and an exceptional understanding of the history of the House and its stylistic hallmarks: the famous Dior amphora, the hound's-tooth pattern on the Miss Dior bottle, the Eau Sauvage flask, the Poison bottle with its feline appeal...

With rare elegance, the Dior bottle illustrates the demand for exquisite materials and a fine eye for detail.



ARTISTIC CRAFTSMANSHIP

**“ ELEGANCE IS AN ENTIRE CONCEPT.
WHAT YOU DON’T SEE IS JUST AS IMPORTANT AS WHAT YOU DO.”**

Christian Dior

The legendary House amphora, the first silhouette of Dior bottles, inspired by the “figure 8” shape of the New Look in 1947, was crafted by Baccarat, the famous French crystalworks. Today, the House of Dior perpetuates these standards of excellence by continuing to create rare and precious pieces that highlight artisanal know-how. The Women of the House of Dior Workshop carry out procedures acquired through experience and handed down from generation to generation.

Amongst other skills, they master the art of baudruchage. This is a traditional technique that consists in sealing the neck of the bottle with a natural membrane called a baudruche.

With a graceful movement, this membrane is held in place by a firmly knotted gold or silver thread that keeps the bottle perfectly airtight. The Women of the Workshop also add the bow, thread and seal. So many expert touches that give the bottles all their magic.

From the very start, Christian Dior celebrated artistic craftsmanship by associating his fragrances with noble materials and exquisite decoration.



THE RICHNESS OF THE DIOR OLFACTORY PALETTE

Since Miss Dior, the first opus unveiled in 1947, the House has created over 70 olfactory signatures with very distinct personalities. Abundant and inexhaustible creativity facing the future. In order to touch the women and men of today and tomorrow. In order to continue to create bold fragrances and true olfactory revolutions.



SYMBOLS OF THEIR TIME

Miss Dior, the fragrance of couture and love.

The timeless masculinity of Eau Sauvage.

The femme fatale of Poison.

The contrasting virility of Fahrenheit.

The radiant, fulfilled woman of J'adore.

The untamed elegance of Dior Homme.

The power and nobility of Sauvage.

Joy by Dior, a pure concentrate of joy.



In more than 70 years of creation, over 70 fragrances have offered men and women a singular and immediately identifiable world.



GEOGRAPHIES

GEOGRAPHIES

WOMEN'S FRAGRANCES



**ORIENTAL
SENSUALITY**



**LUMINOUS
FRESHNESS**



**SWEET
DELIGHT**



**FLORAL
ELEGANCE**



GEOGRAPHIES

MEN'S FRAGRANCES



**SENSUAL
ORIENTAL**



**CITRUS
FRESH**



**WARM
WOODY**



**INVIGORATING
AROMATIC**



ICONIC FRAGRANCES

ICONIC FRAGRANCES



ABSOLUTE FEMININITY



THE BOTTLE

Precious gold
Jewel necklace
"Figure 8" shape



THE FRAGRANCE

The House of Dior drew inspiration from Christian Dior's passion for flowers to compose a floral bouquet around the most beautiful jasmine: Grasse jasmine.



THE PERSONALITY

Dazzling
Divine
Triumphant



Miss Dior

THE DESIGNER'S FRAGRANCE



THE BOTTLE

Cut like a suit
Couture codes



THE FRAGRANCE

Christian Dior dreamt of a fragrance that "smells like love" to accompany his first fashion show in 1947.



THE PERSONALITY

In love
Rebellious

ICONIC FRAGRANCES



JOY
DIOR

A PURE CONCENTRATE OF JOY



THE BOTTLE

Luminous
Iconic bottle
Faceted Jewel



THE FRAGRANCE

François Demachy drew inspiration from **the feeling of joy** and interpreted it in a **sillage**.



THE PERSONALITY

Joyful
Spontaneous
Authentic



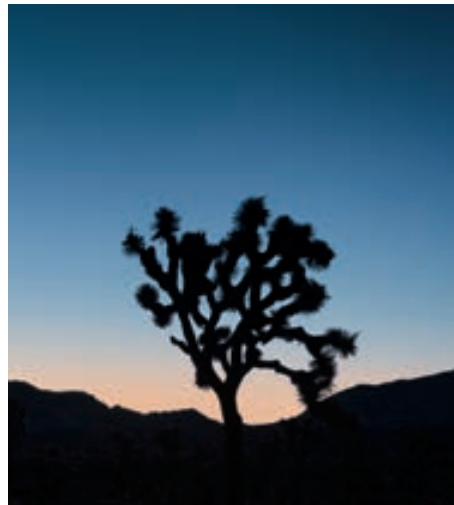
SAUVAGE

WILD AT HEART



THE BOTTLE

Mysterious
Iconic bottle



THE FRAGRANCE

François Demachy, Dior Perfumer-Creator, drew inspiration from wide-open spaces to create a noble and powerful fragrance.



THE PERSONALITY

Wild
Free spirit



Dior HOMME

THE MEN'S FRAGRANCE
PREFERRED BY WOMEN



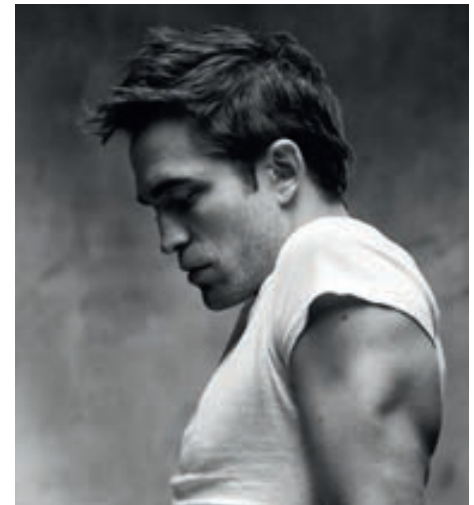
THE BOTTLE

Pure
Architectural



THE FRAGRANCE

The House of Dior drew inspiration from
the modern urban lifestyle to imagine
a signature that is recognisable amongst all.



THE PERSONALITY

Urban
Seductive
Confident



CLIENTS

AT THE HEART OF THE RELATIONSHIP: D.I.O.R.

1. MAKE THE CLIENT FALL IN LOVE WITH FRAGRANCE
2. LAYERING
3. CROSS SELLING

1. MAKE THE CLIENT FALL IN LOVE WITH FRAGRANCE

D

"Hello, Madam. Welcome to Dior!"
 "Dior has over 70 fragrances to offer...
 You are sure to find one that is right for you.
 I would like to help you choose a fragrance
 that suits you to perfection."

I

1. Are you looking for a fragrance for yourself or as a gift?
2. Are you looking for an everyday fragrance or a fragrance for a special occasion?
3. Which fragrances have you worn in the past?
 Dior fragrances or another brand.
4. What made you choose those fragrances?
5. What type of scent would you like today?

FRESH	(00)
FLORAL	(02)
SWEET	(04)
ORIENTAL	(06)

6. Would you like this scent to be
- | | |
|----------------|-------------|
| LIGHT | (00) |
| INTENSE | (01) |

**Reformulate the answers
 of your client**

O

SYSTEMATICALLY OFFER AN ALTERNATIVE

"Fragrances often speak louder than words, so I will show you different olfactory signatures. By discovering them in blind, you will really get swept away."

Choose 2 fragrances that correspond to her answers (please see next page).

Prepare the blotters, spray them with the selected fragrances and present them to the client.

Invite her to discover the fragrances.

Ask for her impressions and preference.

SPRAY & DELAY

"The fragrance can only fully develop and become unique when it is on the skin. This is why I would like to spray some on your wrist."

Tell her the story of her favourite fragrance.

OFFER LAYERING

Recommend the body line, while demonstrating the layering of textures.

R

REINFORCE THE RELATIONSHIP WHILE PERFUMING THE CLIENT

Offer the Art of Gifting to the client before she leaves, perfume her, thank her and register your client in Dior loyalty program.

ADD UP YOUR POINTS FOR QUESTIONS 5 AND 6 OF THE "I" STEP

LIGHT

INTENSE

FRESH



00

J'ADORE - eau de toilette
MISS DIOR BLOOMING BOUQUET -
eau de toilette



01

J'ADORE IN JOY - eau de toilette
MISS DIOR - eau de toilette

FLORAL



02

J'ADORE - eau de toilette
JOY BY DIOR - eau de parfum
MISS DIOR ROSE N'ROSES -
eau de toilette



03

J'ADORE - eau de parfum
JOY BY DIOR - eau de parfum intense
MISS DIOR - eau de parfum

SWEET



04

J'ADORE ABSOLU - eau de parfum
POISON GIRL - eau de toilette



05

MISS DIOR ABSOLUTELY BLOOMING -
eau de parfum
POISON GIRL - eau de parfum

ORIENTAL



06

J'ADORE L'OR - essence de parfum
HYPNOTIC POISON - eau de toilette



07

J'ADORE L'OR - essence de parfum
DIOR ADDICT - eau de parfum

D

Hello, Sir. Welcome to Dior!"
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 You are sure to find one that is right for you.
 I would like to help you choose a fragrance
 that suits you to perfection."

I

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2. Are you looking for an everyday fragrance
or a fragrance for a special occasion?
3. Which fragrances have you worn in the past?
Dior fragrances or another brand.
4. What made you choose those fragrances?
5. What type of scent would you like today?

FRESH	(00)
AROMATIC	(02)
SWEET	(04)
ORIENTAL	(06)

6. Would you like this scent to be
- | | |
|----------------|-------------|
| LIGHT | (00) |
| INTENSE | (01) |

**Reformulate the answers
of your client**

O

SYSTEMATICALLY OFFER AN ALTERNATIVE

"Fragrances often speak louder than words, so I will show you different olfactory signatures. By discovering them in blind, you will really get swept away."

Choose at least 2 fragrances that correspond to his answers.

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ADD UP YOUR POINTS FOR QUESTIONS 5 AND 6 OF THE "I" STEP

LIGHT

INTENSE

FRESH



00

SAUVAGE - eau de toilette
DIOR HOMME - cologne

AROMATIC



02

SAUVAGE - eau de toilette
HIGHER ENERGY - eau de toilette

WOODY



04

SAUVAGE - eau de toilette
DIOR HOMME - eau de toilette

ORIENTAL



06

SAUVAGE - eau de parfum
DIOR HOMME INTENSE -
eau de parfum



01

SAUVAGE - eau de toilette
DIOR HOMME SPORT - eau de toilette



03

SAUVAGE - eau de parfum
HIGHER - eau de toilette



05

SAUVAGE - eau de parfum
FAHRENHEIT - eau de toilette



07

DIOR HOMME INTENSE -
eau de parfum
SAUVAGE - parfum
FAHRENHEIT - parfum

2. LAYERING

After spraying the fragrance, for example J'adore Eau de Parfum, on the client's wrist, ask:

"Do you know the secret behind a fragrance that leaves an unforgettable scent?"

"Allow me to also apply the J'adore Beautifying Body Milk on your skin."

Massage the client's hand while applying the body milk. Emphasise the very soft finish of the texture, the ease of application, its moisturising power and its olfactory trueness.

Ask the client to finish the application so that she can appreciate the texture and delicate scent of the body care product.



"What do you think of its texture and scent?"

Then, spray the selected fragrance on top and ask her to compare both wrists: the fragrance alone and the layering.

"Its refined scent envelops the body and lasts all day long, as the milk heightens the hold and intensifies your fragrance."

3. CROSS SELLING



HOW TO PRESENT LIPSTICK TO WOMEN WHO PURCHASED A FRAGRANCE?

Once the fragrance is selected, ask the question:

"Did you know that, at Dior, fragrance is also expressed in colour?"

If it is a light fragrance, suggest a Dior Addict lipstick.

If it is an intense fragrance, suggest a Rouge Dior lipstick.



RANGES

1. WOMEN'S FRAGRANCES
2. DIOR FEMININE PERFUMING TECHNIQUES
3. BEAUTIFYING THE BODY
4. MEN'S FRAGRANCES
5. DIOR ON-THE-GO MEN'S FRAGRANCES
6. BATH AND SHAVING LINES



j' da re

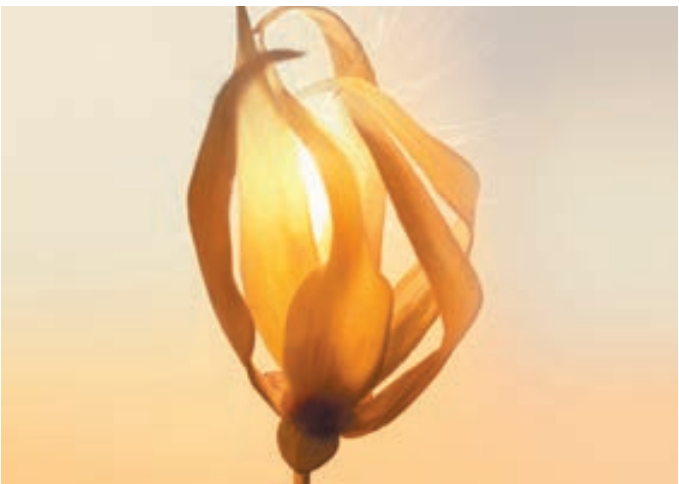
ABSOLUTE FEMININITY

The House of Dior drew inspiration from Christian Dior's passion for flowers to compose a floral bouquet around the most beautiful jasmine: Grasse jasmine.

An amphora bottle inspired by the "figure 8" silhouette designed by Christian Dior for the New Look. J'adore expresses radiant femininity, embodied by Charlize Theron since 2004.

"It's just a really great time to be a woman right now. This movement that we're all in is changing the world, it's changing how we're allowed at the table and it celebrates what we bring to the table. The J'adore woman has always been a forward thinker and she is always on the move." Charlize Theron





RANGES

J'ADORE L'OR
ESSENCE DE PARFUM

VANILLA-SCENTED
FLOWERS

François Demachy drew inspiration from the sensuality of Grasse floral absolutes to give an oriental tone to the floral bouquet.

J'ADORE ABSOLU
EAU DE PARFUM

HONEYED
FLOWERS

François Demachy drew inspiration from the scent of Grasse jasmine brimming with sunshine at the end of the day to create this new floral nectar.

J'ADORE
EAU DE PARFUM

THE FLOWERS
OF PASSION

The House of Dior drew inspiration from a floral bouquet revolving around Grasse jasmine.

J'ADORE IN JOY
EAU DE TOILETTE

SALTY
FLOWERS

François Demachy drew inspiration from the surprising ylang-ylang flower to compose a fruity-salty floral bouquet.

J'ADORE
EAU DE TOILETTE

SPARKLING
FLOWERS

François Demachy drew inspiration from the hot, scintillating Mediterranean sun to make the floral bouquet sparkle.



ORIENTAL FLORAL

Grasse may rose absolute /
Grasse jasmine absolute /
Tahitian vanilla absolute

INTENSE FLORAL

Magnolia absolute /
Damascena rose essence
and absolute /
May rose absolute /
Grasse jasmine and Sambac
jasmine absolutes /
Orange blossom note

FLORAL

Comoro Island ylang-ylang
essence /
Bulgarian and Turkish
Damascena rose essence /
Grasse jasmine and Indian
Sambac jasmine absolutes

FRUITY FLORAL

Fine sea salt note /
Ylang-ylang heart
transformed in Grasse /
Peach note

LUMINOUS FLORAL

Blood orange essence /
Damascena rose essence /
Vallauris neroli essence



Miss Dior



THE DESIGNER'S FRAGRANCE

Christian Dior dreamt of a fragrance that “smells like love” to accompany his first fashion show in 1947.

Today, François Demachy reinterprets this feeling to sculpt a rose with multiple facets.

A bottle that features the Dior codes: the dagger bow and the hound's-tooth motif. Miss Dior expresses the fragrance of a rebellious woman in love, embodied by Natalie Portman.

“Make me a fragrance that smells like love.”
Christian Dior



MISS DIOR
EAU DE PARFUM

A SENSUAL WOODY ROSE

François Demachy invented a carnal and sensual rose: an ode to love in a declaration of love.



2005

INTENSE

SENSUAL FLORAL

Calabrian bergamot essence /
Grasse rose absolute /
Damascena rose essence /
French Guiana rosewood /
Pink peppercorn /
Indonesian patchouli essence

MISS DIOR
EAU DE TOILETTE

A LUMINOUS LILY OF THE VALLEY ROSE

François Demachy created a rose that endlessly flirts with a veil of lily of the valley: a fresh, striking and spontaneous twirl.

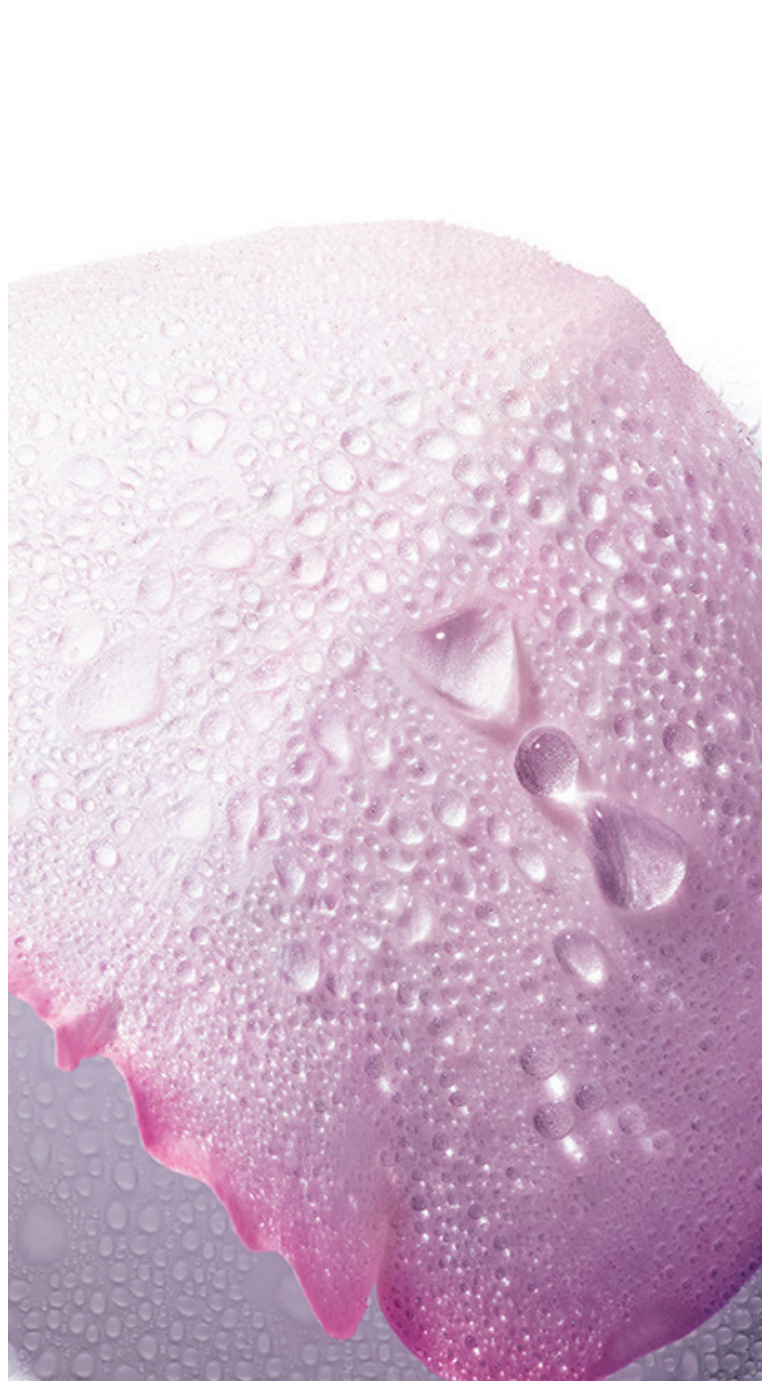


2007

LIGHT

LUMINOUS FLORAL

Italian mandarin and blood orange essences /
Bulgarian and Turkish damascena rose absolutes
and essences /
Grasse rose absolute /
Lily of the valley accord /
Indonesian patchouli essence



MISS DIOR
ABSOLUTELY BLOOMING

EAU DE PARFUM

A DELICIOUS BERRY ROSE

François Demachy crafted a delicious peony rose: a flower with an enticing scent, almost good enough to eat.

MISS DIOR
BLOOMING BOUQUET

EAU DE TOILETTE

A DELICATE PEONY ROSE

The House of Dior composed a bouquet of delicate peony and rose notes: a delicate scent graced with the extreme elegance of sweetness.



GOURMAND FLORAL

Berry accord /
Grasse rose absolute /
Peony accord /
White musk accord

FRESH FLORAL

Italian mandarin essence /
Damascena rose essence /
Peony accord /
White musk accord



RANGES

MISS DIOR
ROSE N'ROSES

EAU DE TOILETTE

A PROFUSION OF ROSE PETALS

François Demachy has transcribed the sensation of a profusion of Grasse rose petals to bring you as close as possible to the flower.

2020



SPARKLING FLORAL

Italian mandarin essence
Grasse rose absolute /
Damascena rose essence /
White musk accord /
Indonesian patchouli essence



THE FIRST FRAGRANCE BY CHRISTIAN DIOR

An avant-garde chypre signature that characterises a green floral fragrance enhanced with patchouli. A fragrance that pays tribute to Christian Dior's nickname for his sister, a passionate and lively woman.

MISS DIOR ORIGINAL ESPRIT DE PARFUM

THE REFINEMENT OF A
TIMELESS CHYPRE FLORAL



1947

INTENSE



GREEN CHYPRE FLORAL

MISS DIOR ORIGINAL EAU DE TOILETTE

THE LIGHTNESS OF A TIMELESS
CHYPRE FLORAL



1947

LIGHT



GREEN CHYPRE FLORAL

Egyptian jasmine absolute /
Iranian galbanum essence /
Indonesian patchouli essence



JOY



A PURE CONCENTRATE OF JOY

François Demachy drew inspiration from the feeling of joy and interpreted it in a sillage. An exuberant, effusive and sincere joy that has become a genuine House signature. This « Dior Joy » will always be ours.

A bottle wrought like a jewel. The Eau de Parfum Intense displays a faceted reinterpretation of the emblematic Dior cane-work motif.

A spontaneous, luminous and tangible energy embodied by Jennifer Lawrence.

"I created JOY by Dior [Eau de Parfum Intense] based on the idea of a burst of flowers streaming forth, as luminous as a firework."

François Demachy



JOY BY DIOR
EAU DE PARFUM INTENSE

A BURSTING & INTENSE WOODY FLORAL



INTENSE



VANILLA WOODY FLORAL

Dazzling notes (citrus and neroli) /
An explosive heart of flowers (rose, jasmine) /
The sensuality of a sandalwood
tinged with vanilla

JOY BY DIOR
EAU DE PARFUM

A LUMINOUS WOODY FLORAL



2018

LIGHT



MUSKY WOODY FLORAL

A zesty and juicy opening /
An enveloping white heart of flowers and musks /
The soft caress of woods



HYPNOTIC
POISON

POISON



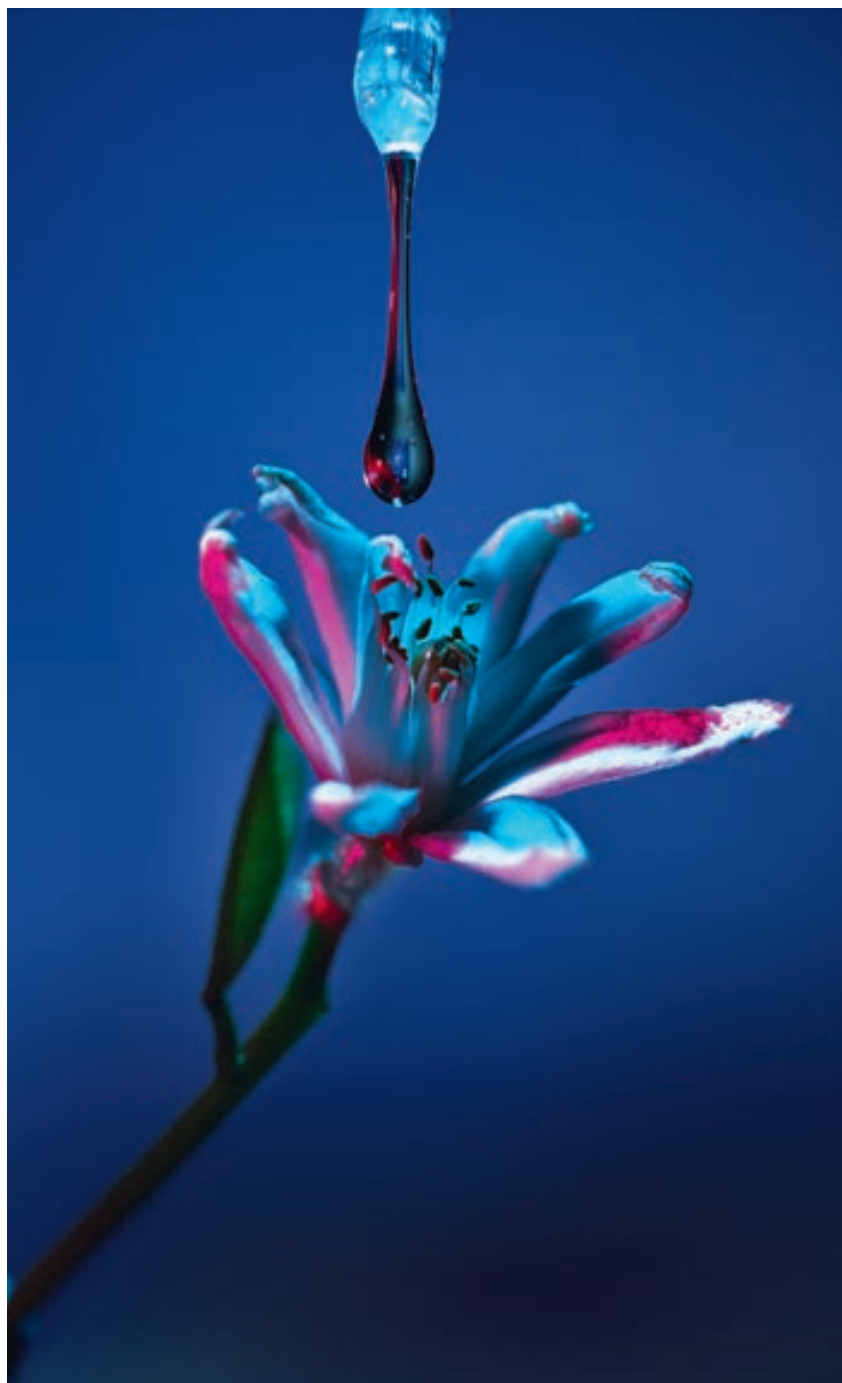
THE FRAGRANCES OF SEDUCTION

The House of Dior drew inspiration from the bold and provocative Dior seduction to create fragrances that immediately become your "Poison" and a lasting pleasure to the point of addiction.

A bottle inspired by the forbidden fruit: sensual and alive to the touch.

"The fragrances of the Poison range are breakthrough scents that dare to be provocative. These fragrances are designed to turn heads and allow women to own and affirm their femininity."

François Demachy



POISON GIRL
EAU DE PARFUM

BITTERSWEET & CRISP

François Demachy drew inspiration from crystallised Grasse rose petals to create this delicious seduction that immediately becomes your "Poison" and a lasting pleasure to the point of addiction.

POISON GIRL
EAU DE TOILETTE

BOLD & INTRIGUING

François Demachy drew inspiration from the hot-cold duality for this composition with captivating seduction.

POISON GIRL
UNEXPECTED

EAU DE TOILETTE

SPARKLING & LIVELY

François Demachy drew inspiration from the powerful and ambivalent sensation of a tangy candy for this fragrance with totally unexpected seduction!

INTENSE

2016



FLORAL GOURMAND

Italian orange essence /
Sichuan vanilla extract /
Bulgarian and Turkish Damascena rose essence /
Grasse rose absolute /
Venezuelan Tonka bean absolute

2017



FLORAL GOURMAND

Sicilian sweet orange /
Calabrian bitter orange /
Neroli essence /
Damascena rose essence /
Grasse rose absolute

2018



FRESH GOURMAND

Blood orange /
Ginger /
Damascena rose /
Tonka bean absolute

LIGHT

POISON

EAU DE TOILETTE

THE CHARM OF A SPICY
TUBEROSE
WITH BEWITCHING
ACCENTS

1985



AMBERY SPICY FLORAL

Russian coriander essence /
Indian tuberose absolute /
Somalian opoponax resin

PURE POISON

EAU DE PARFUM

THE CHARM
OF AN ENVELOPING
& VELVETY ORANGE
BLOSSOM

2004



MUSKY FLORAL

Calabrian bergamot essence /
Orange blossom accord /
White musk accord

HYPNOTIC POISON

EAU DE TOILETTE

THE MAGNETISM
OF A CARNAL
VANILLA OVER AN
ALMOND-JASMINE ACCORD

1998



ORIENTAL

Bitter almond essence /
Indian Sambac jasmine absolute /
Vanilla note

HYPNOTIC POISON

EAU DE PARFUM

THE SENSUALITY
OF AN OPULENT
& HONEYED VANILLA

2014



GOURMAND ORIENTAL

Sambac jasmine absolute /
tonka bean absolute /
Vanilla note

Dior Addict

A rich and colourful olfactory palette. An addictive note and a very Dior flower at the heart of each fragrance. Fragrances that make women want to be seductive.

DIOR ADDICT
EAU DE PARFUM

A SPICY & CREAMY
VANILLA FLOWER

The House of Dior drew inspiration from the intense and vibrant attraction of addiction.

2002



FLORAL ORIENTAL

Orange blossom /
Sambac jasmine absolute /
Vanilla infusion

DIOR ADDICT
EAU DE TOILETTE

THE FRESHNESS OF A FRAGRANCE
WITH SUNNY & MILKY NOTES

François Demachy drew inspiration from the addiction of a fresh and luminous woody floral.

2014



WOODY FLORAL

Mandarin essence /
Sambac jasmine absolute /
Sandalwood essence

DIOR ADDICT
EAU FRAÎCHE

THE SPARKLE OF A TANGY
FRESH FLORAL

The House of Dior drew inspiration from a tangy and sparkling addiction.

2005



SPARKLING FLORAL

Calabrian bergamot essence /
Freesia and lily of the valley accord /
White musk accord

INTENSE



LIGHT

LES CRÉATIONS DE MONSIEUR DIOR

Each Les Créations de Monsieur Dior fragrance pays tribute to this man who dreamt of “making women not only more beautiful, but happier.” Creations inspired by the most beautiful dresses designed by Monsieur Dior.

DIORISSIMO EAU DE PARFUM

Monsieur Dior’s lucky fragrance,
enriched with floral absolutes.

2009



INTENSE



FLORAL

Lily of the valley accord /
Jasmine absolute /
Musky note

DIORISSIMO EAU DE TOILETTE

A fragrance that enhances the freshness
of lily of the valley, Monsieur Dior’s favourite flower.

1956



LIGHT



FLORAL

Mayotte ylang-ylang essence /
Lily of the valley accord /
Egyptian jasmine absolute

FOREVER AND EVER DIOR

A fresh, tender and delicate rose.
A romantic fragrance.

2004



FLORAL

Freesia accord /
Indian jasmine absolute /
Bulgarian and Turkish Damascena rose essence

DIORAMA

The fragrance of Dior excess,
dramatisation and sophistication.

1949



SPICY CHYPRE FLORAL

Ylang-ylang essence /
Cumin essence /
Patchouli essence

EAU FRAÎCHE

An invigorating and fresh fragrance with citrus
fruits. The precursor of fresh fragrances.

1953



CHYPRE CITRUS

Mandarin essence /
Petit grain bitter orange essence /
Patchouli essence

DIORLING

A bold composition between the delicate touch
of the floral accord
and the sophistication of the leather note.

1963



LEATHER CHYPRE FLORAL

Bergamot essence /
Jasmine absolute /
Patchouli essence

DIORELLA

A refreshing jasmine that expresses
Dior joie de vivre.
An eternally modern fragrance.

1972



FRUITY FLORAL

Lemon essence /
Sambac jasmine absolute /
Bourbon vetiver essence

DIORESSENCE

The first oriental fragrance by the House
of Dior, revealed by mysterious and sensual
spices. The "untamed" fragrance.

1979



ORIENTAL

Geranium essence /
Cinnamon essence /
Patchouli essence

Escale
à
Portofino
EAU DE TOILETTE

A CITRUS ESCAPE IN ITALY,
REVEALING THE FRESHNESS
OF MEDITERRANEAN CITRUS FRUIT



2008

CITRUS

Italian citron essence /
Italian bitter orange essence /
Tunisian neroli essence

DUNE
EAU DE TOILETTE

THE HARMONY OF A SUBTLE
& RADIANT FLORAL BOUQUET



1991

ORIENTAL FLORAL

Sicilian mandarin essence /
Peony accord /
Vanilla accord

DOLCE VITA
EAU DE TOILETTE

THE EXPRESSION OF HAPPINESS
& JOIE DE VIVRE



1995

SPICY WOODY FLORAL

Magnolia accord /
Sri Lanka cinnamon essence /
Woody accord

OLFACTORY EMOTIONS



INTENSE
RICH
SENSUAL



DELICATE
LIGHT
LUMINOUS

2. DIOR FEMININE PERFUMING TECHNIQUES

DISCREET & SENSORIAL FRAGRANCE APPLICATION

ROLLER-PEARL

A precious glass bottle topped with a delicate pearl.

01

ON-THE-GO

Travel-friendly format.
Perfectly airtight bottle with its screw-on cap.

02

PRECISE & CONTROLLED

Glass pearl tip that delivers just the right dose of fragrance where applied.

03

SOFT-AS-SILK

A fresh, melt-away texture for addictive and enjoyable application.



100% MADE IN DIOR

The entire Roller-Pearl design was carried out by the Dior creation studio to offer on-the-go application in a precious bottle that features the iconic hallmarks of the J'adore, Miss Dior and Poison fragrances.

Each formula was tailored to provide light and sensorial application and perfect affinity with the pearl tip of the bottles.

APPLICATION TIPS

Apply generously to pulse points (neck, décolleté, behind the ears, wrist, crook of the elbow), tracing repeated circles.

If the product is not used for a while, gently shake to reactivate it.

AN INVITATION TO CREATE YOUR OWN OLFACTORY SIGNATURE

TOUCHE DE PARFUM



2015

An intense and sensual fragrance:
a floral bouquet enhanced by the depth of woody
sandalwood notes.
A silky, melting and ultra-sensorial texture.

WITH



L'OR

The oriental notes
are intensified for more
voluptuousness.

ABSOLU

An even rounder
and sweeter fragrance
for skin-like notes.

EAU DE PARFUM

The Eau de Parfum
becomes deeper,
more sensual.

IN JOY

The fruity facet
is heightened.

EAU DE TOILETTE

The luminous facet
is amplified for an
Eau de Toilette with
a sparkling character.

3. BEAUTIFYING THE BODY

**Formulas enriched with cosmetic active ingredients.
Soft and refined textures.
A line that enhances and intensifies the scent of the fragrance.
An irresistible gift idea.**

FOR THE BATH

SHOWER GEL

Restores well-being and softness, while maintaining the skin's balance. Gently perfumes the skin.



BATH AND SHOWER OIL

Cleans, enhances and delicately perfumes the skin. A few drops directly to the bath water prolongs this moment of pleasure.



SOAP

Refreshes and gently perfumes the skin.



FOR THE HAIR

HAIR MIST

A lightweight and evanescent mist. Protects hair from external stress factors.



FOR THE HANDS

CRÈME DE ROSE HAND CREAM

Gently nourishes the skin. A formula enriched with Centifolia rose water for a soothing and hydrating effect. Delicately perfumes.



FOR THE BODY

OIL

Applied to the body, it moisturises the skin all day long, leaving it radiant and subtly perfumed.



PERFUMED DEODORANT

A fresh and subtly perfumed deodorant formula. Gentle lasting protection.



MIST

An amazingly fresh evanescent mist. An instantaneous application step that can also be used for touch-ups during the day.



CREME

Intensely creamy. Nourishes and moisturises the skin. Immediately leaves the skin supple and luminous. Restores all the intensity of the fragrance.



MILK

A sensorial application step before spraying fragrance on your skin. Smooth and milky. Embellishes the skin. Subtly restores the sillage of the fragrance. Maintains the skin's balance.





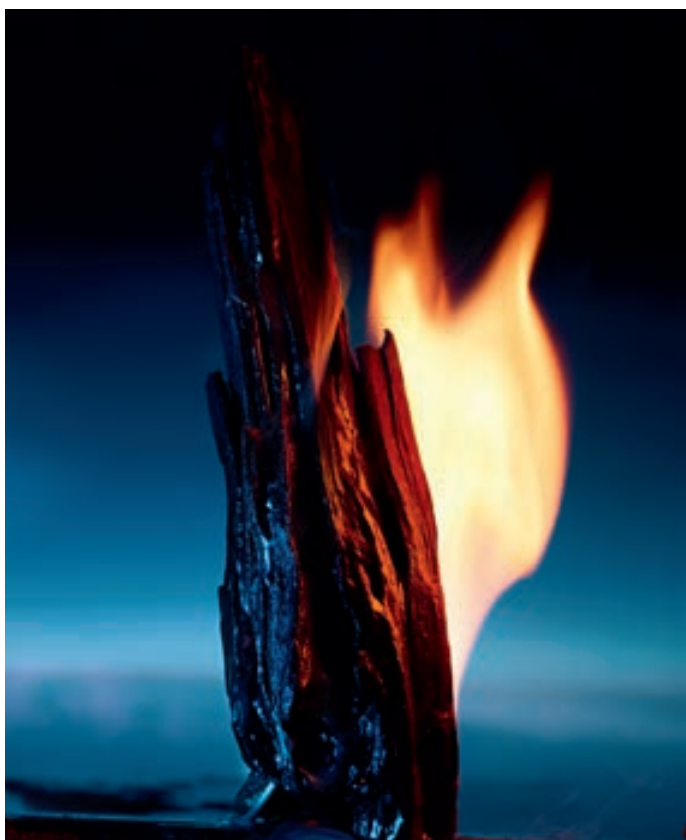
SAUVAGE



WILD AT HEART

François Demachy, Dior Perfumer-Creator, drew inspiration from wide-open spaces to create a noble and powerful fragrance.

A luxurious bottle with round and sensual lines. An olfactory shock with the appeal of a great classic. An overdose of freshness with a strong and memorable signature you won't forget. An excessive dose of natural ingredients.



SAUVAGE
PARFUM

THE POWERFUL FRESHNESS OF SAUVAGE WRAPPED IN A WARM SILLAGE OF SANDALWOOD & TONKA BEAN

François Demachy drew inspiration from the smouldering colours of a fire under a midnight blue sky.

SAUVAGE
EAU DE PARFUM

THE POWERFUL FRESHNESS OF SAUVAGE ENRICHED WITH SPICY NOTES & VANILLA ABSOLUTE

François Demachy drew inspiration from the deep scents of the desert at dusk.

SAUVAGE
EAU DE TOILETTE

THE POWERFUL FRESHNESS OF A SPICY BERGAMOT & AN AMBERY WOOD

François Demachy drew inspiration from the warmth of a mineral desert under a blue sky.



ORIENTAL WOODY AROMATIC

Lavender from Vaucluse and Drôme /
Calabrian bergamot /
Sichuan pepper /
Indonesian nutmeg /
Amber notes /
Mandarin /

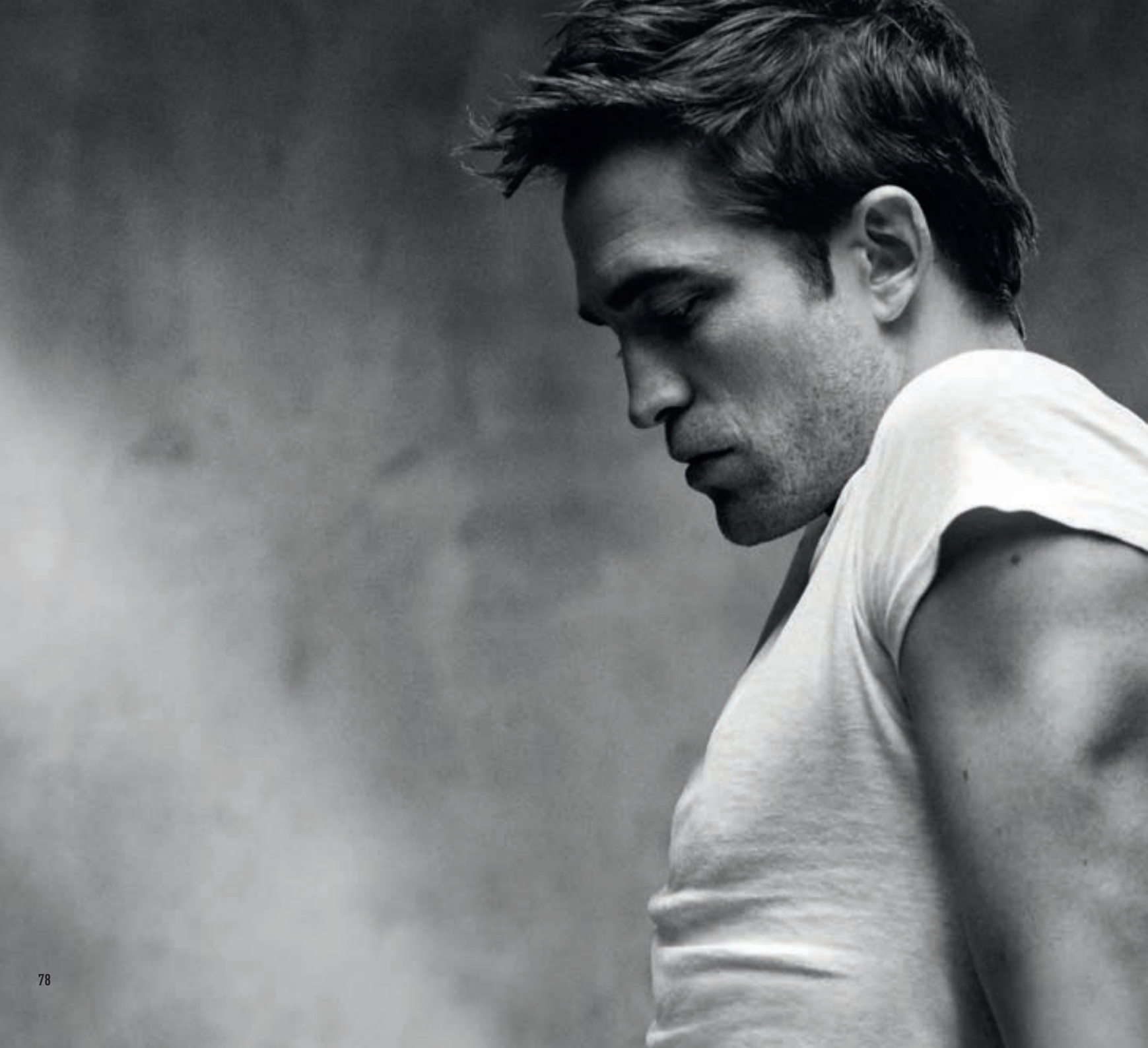
Intense accord (Papua New Guinea vanilla absolute, patchouli, Tonka bean, sandalwood)

ORIENTAL WOODY AROMATIC

Lavender from Vaucluse and Drôme /
Calabrian bergamot /
Sichuan pepper /
Indonesian nutmeg /
Amber notes /
Papua New Guinea vanilla absolute /
Patchouli

WOODY AROMATIC

Calabrian bergamot /
Lavender from Vaucluse and Drôme /
Sichuan pepper /
Patchouli /
Amber notes



RANGES

Dior HOMME



THE MEN'S FRAGRANCE PREFERRED BY WOMEN

The House of Dior drew inspiration from the modern urban lifestyle to imagine a fragrance that is recognisable amongst all others, with different signatures.

Dior Homme is the expression of virile, yet tender sensuality, embodied by Robert Pattinson since 2013.



DIOR HOMME
LE PARFUM

THE INTENSITY
OF A NOBLE
WOODY
FRAGRANCE
ENVELOPED IN
LEATHER

2014

INTENSE ←



LEATHER WOODY

Tuscan iris butter /
Sandalwood essence /
Leather accord

DIOR HOMME
INTENSE

THE POWER
OF A WOODY
FRAGRANCE
WARMED UP
WITH IRIS &
VANILLA

2007



AMBERY WOODY

Tuscan iris butter /
Ecuadorian ambrette
seed absolute /
Virginia cedar essence

DIOR HOMME
ORIGINAL

THE REFINEMENT
OF A WOODY
FRAGRANCE
DRESSED IN IRIS

2005



SPICY WOODY

Cardamom essence /
Lavender essence /
Tuscan iris butter /
Vetiver essence

DIOR HOMME
EAU DE TOILETTE

THE SENSUALITY
OF A HEART OF
TENDER WOODS

2020



ENVELOPPING WOODY

Atlas Cedar /
Haitian Vetiver Essence /
Patchouli Heart /
Iso E

DIOR HOMME
SPORT

THE CASUAL
FRESHNESS OF
A SPICY WOODY
FRAGRANCE

2008



FRESH SPICY

Pear note and
citron essence /
Geranium essence /
Pink peppercorn
extract /
Vetiver essence

DIOR HOMME
COLOGNE

THE
UNDERSTATED
FRESHNESS OF
A LUMINOUS
MUSKY
COLOGNE

2013



MUSKY CITRUS

Bergamot essence /
Grapefruit flower
essence /
White musk accord

→ LIGHT

Fahrenheit

THE FRAGRANCE OF UNKNOWN & UNEXPLORED TERRITORIES

The combination of a leather woody scent with a violet accord for an olfactory clash: hot and cold, masculine and sensual.
A legendary signature that explores new olfactory territories.

FAHRENHEIT PARFUM

THE INTENSITY OF A NOBLE
WOODY FRAGRANCE
ENVELOPED IN LEATHER



2014

LEATHER ORIENTAL

Violet accord /
Leather accord /
Vanilla note

FAHRENHEIT EAU DE TOILETTE

THE UNIQUE FAHRENHEIT
SIGNATURE, CONTRASTING,
WITH A POWERFUL TRAIL



1988

LEATHER WOODY

Mandarin essence /
Violet accord /
Leather accord

FAHRENHEIT COLOGNE

THE STRENGTH OF FAHRENHEIT
WITHIN THE ELEGANCE
OF A COLOGNE



2016

FRESH WOODY

Mandarin essence /
Violet accord /
Nutmeg

INTENSE



LIGHT

RANGES

EAU SAUVAGE

FROM REVOLUTION TO LEGEND

Eau Sauvage is synonymous with absolute *élégance à la française*, it is a token of good taste: it strikes a subtle balance of natural simplicity and distinction.

EAU SAUVAGE PARFUM

RADIANT FRESHNESS
WITH SMOOTH WOODY NOTES



2012

INTENSE

AMBERY WOODY CITRUS

Bergamot essence /
Vetiver essence /
Elemi essence

EAU SAUVAGE EAU DE TOILETTE

SUNNY FRESHNESS
WITH A TIMELESS SILLAGE



1966

AROMATIC CITRUS

Calabrian bergamot essence /
Hedione /
Vaucluse lavender essence /
Chypre accord

EAU SAUVAGE COLOGNE

SPARKLING SUNNY FRESHNESS
WITH A VIBRANT SILLAGE



2015

LIGHT

FRESH CITRUS

Bergamot essence /
Pink peppercorn extract /
Vetiver essence

RANGES

**DUNE
POUR HOMME**
EAU DE TOILETTE

AN ESCAPE
FRAGRANCE



1997

GREEN WOODY

Fig leaf accord /
Hedione /
Cedarwood essence

Higher

EAU DE TOILETTE

AN EVANESCENT
& LUMINOUS FRAGRANCE



2001

WOODY AROMATIC

Pear-basil accord /
Cardamom essence /
Cedarwood essence

**Higher
energy**

EAU DE TOILETTE

A BREATH OF ENERGY
& FRESHNESS



2003

FRESH AROMATIC

Grapefruit essence /
Black pepper /
Vetiver essence

INTENSE



LIGHT

5. DIOR ON-THE-GO

MEN'S FRAGRANCES

GENEROUS PERFUMING

VERY COOL SPRAY

A powerfully fresh reinterpretation of the eau de toilette in an unbreakable bottle to take with you wherever you go.

01

ON-THE-GO

A sturdy and easy-to-use bottle that goes everywhere you do.

02

ECO-RESPONSIBLE

100% air, 0% gas.
Perfuming by compressed air.

03

AMPLE GESTURE

A simplified, masculine gesture.



100% MADE IN DIOR

Packaging designed by our creative studio for a new fragrance application method.

Fresh reinterpretation of the eau de toilette by François Demachy to adapt to generous use.

APPLICATION TIP

Apply generously with an ample and direct gesture.

6. BATH AND SHAVING LINES

**Formulas enriched with cosmetic active ingredients.
Soft and refined textures.
A line that enhances and intensifies the sillage of the fragrance.
An irresistible gift idea.**

FOR THE BATH



SHOWER GEL

Formulated to respect the skin's balance. Invigorating and discreetly perfumed. Ideal for daily use.



SOAP

Formulated to respect the skin's balance. Discreetly perfumed. Ideal for daily use.

FOR SHAVING



SHAVING CREAM / FOAM GEL

A fine and creamy texture that protects the epidermis and respects hydration. Subtly scented and easy to spread onto the skin, it maximises shaving effectiveness.



AFTER-SHAVE LOTION

Subtly perfumed. Refreshes and tones for a sensation of freshness and softness after shaving.



AFTER-SHAVE BALM

A non-oily formula that is rapidly absorbed, delivering an immediate refreshing effect. A lightweight, non-oily texture.

FOR THE BODY



ALCOHOL-FREE STICK DEODORANT

A discreetly perfumed alcohol-free formula. Gentle lasting protection.



SPRAY DEODORANT

A fresh and discreetly perfumed deodorant formula. Gentle lasting protection.

THE 8 ICONIC MEN'S FRAGRANCES



IRIS

WHAT IT IS

Iris is one of the most precious raw materials in the perfumer's palette. It made its debut in perfumery to perfume leather gloves and wigs. The iris used at Dior comes from Italy. The flower's root, called the rhizome, is used.

OLFACTORY DESCRIPTION

The scent of iris absolute is extremely complex: powdery, woody, dry, sweet and slightly green and fruity. *"Iris is at once ambery, musky and woody."*
François Demachy



TUBEROSE

WHAT IT IS

Tuberose is a herbaceous plant with clusters of very fragrant white flowers grown in India. Tuberose is able to renew its fragrant molecules for 48 hours after being picked. Its harvest takes place between July and August.

OLFACTORY DESCRIPTION

Its scent is sharp and captivating, fascinatingly powerful. *"It is a flower with an intoxicating quality, sultry and opulent, like a shapely breast or hip."*
François Demachy



ORANGE BLOSSOM

WHAT IT IS

Orange blossom essence, also called neroli, along with orange blossom absolute and petit grain are produced by the bitter orange tree. The flowers are hand-picked in April.

OLFACTORY DESCRIPTION

Its floral notes have a sensual, almost animal-like depth. François Demachy goes so far as to speak of *"the seduction of orange blossom."* *"Orange blossom is a flower with accents of the South, a flower of multiple facets. It shows itself to be fresh and luminous as an essence, while sensual and voluptuous as an absolute."*
François Demachy



JASMINE

WHAT IT IS

Two types of jasmine are used at Dior:
- Jasmine from Grasse, or *"Grandiflorum jasmine,"* grown in Grasse, France.
- Sambac jasmine, grown in India. Jasmine is gathered by hand at dawn from late July to late October for Grandiflorum and from March to August for Sambac.

OLFACTORY DESCRIPTION

With its highly distinctive, opulent fragrance, it is rare and precious, and excessively fragile. The scent of jasmine is enveloping, sensual and caressing. *"I was born and raised with jasmine; it is one of the ingredients I cherish the most. For someone from Grasse, it is almost like the love of a child for a parent."*
François Demachy



BERGAMOT

WHAT IT IS

Bergamot is a citrus fruit from the bergamot tree, mainly grown in Calabria, Italy. Bergamot is harvested by hand from November to March. The citrus essential oil is contained in its peel.

OLFACTORY DESCRIPTION

This fruit gives fragrance compositions a distinctive and very delicate scent, both fresh and floral, that brings out the other notes. Found in all Dior fragrances, it is a fundamental element of the Dior olfactory structure.



ROSE

WHAT IT IS

Christian Dior's favourite flower. The one he loved to grow more than any other. At Dior, we use two varieties of roses:

- May rose, also called "rose from Grasse" or "Centifolia rose," grown in Grasse, France,
- Damascena rose, grown in Bulgaria and Turkey.

OLFACTORY DESCRIPTION

May rose absolute develops a rich scent: floral and fruity with apricot, plum, peppery and honeyed notes. "To put rose in a fragrance is to give it passion, give it fullness, give it richness."

François Demachy



PATCHOULI

WHAT IT IS

Patchouli is a small shrub that grows in shady areas and whose branches are cut during the rainy season. The patchouli selected by Dior grows in Indonesia. The fresh leaves are odourless and only diffuse their specific scent when dried.

OLFACTORY DESCRIPTION

According to François Demachy, this plant with woody notes is "the most animal of all the plant notes."

"Like all natural ingredients, patchouli adds richness and strength to fragrance, but also suppleness and subtlety. I'm especially fond of it, for it offers infinite possibilities."

François Demachy



SANDALWOOD

WHAT IT IS

Native to India, white sandalwood is the most sought-after age-old variety in the world. The tree can only be used after 20 or 25 years, when it offers the quality demanded by Dior. Distillation of the wood chips yields sandalwood essence. This "liquid gold" is left to "age" for six months.

OLFACTORY DESCRIPTION

With its warm and milky, sometimes almost animal-like notes, this exotic wood is steeped in symbolism. "Misleadingly sweet sandalwood adds a full and milky woody note that is warm and almost 'organic'... It is an addictive note that makes our 'animality' see reason."

François Demachy

FRAGRANCES

AMBASSADORS

Created in 2015, the team is composed of international trainers (from Europe, the Middle East, North America, South America and Asia) with fragrance expertise.

Each Fragrance Ambassador is responsible for the fragrance message around the world, based on exemplary customer service, unique experience with the producers of natural raw materials and a privileged contact with Perfumer-Creator François Demachy.

The team's mission also includes sharing this fragrance expertise with all Dior teams (local head offices and field teams).

“ IN MY MIND, THE PARFUMS DIOR FRAGRANCE AMBASSADORS ARE THE BRIDGE, THE LINK, THE COMMUNICATION CHANNEL, BETWEEN OUR FRAGRANCES AND OUR CLIENTS.”

François Demachy



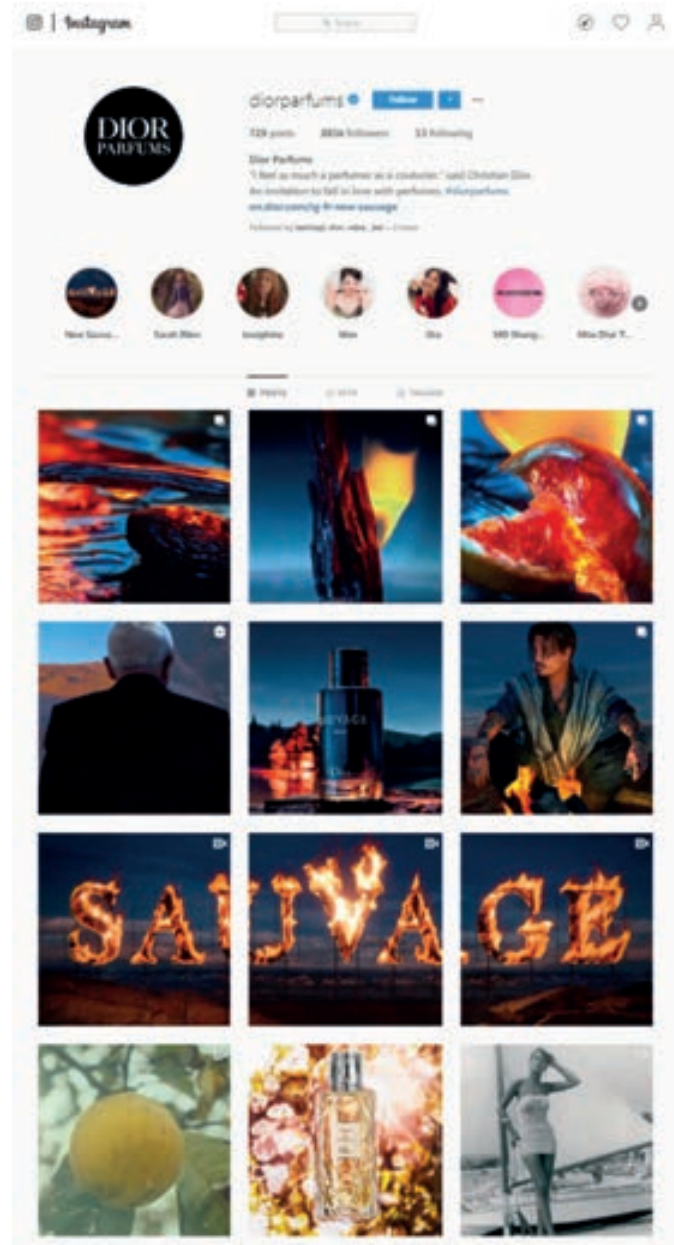
Pablo Schenfeld - Latin America • Daniel Figuero - Spain • Carl Groenewald - Uk • Farao Groth - Scandinavia • Michael Werner - Germany • Tanya Shao - China • Krista Gonzalez - Us West Coast • Nevine Thiermann – Africa Middle East • Barbara Castenetto - France • Rina Tanaka - Japan • Serena Ecker - Us East Coast • François Demachy – Dior Perfumer-Creator • Lenka Skramuska – Eastern Europe • Wim Thompson - Netherland 91

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DIOR

ACADEMY FOR RETAIL
EXCELLENCE