

ÉLÉONORE
EAU de PARFUM

Story of a Fragrance


RANCÉ
1795




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ÉLÉONORE

EAU de PARFUM

From an adventurous plot of love and escape,
a sumptuous dream of fruits, spices and precious resins.




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ÉLÉONORE

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A tale of love and adventure

Louis, a young and charismatic man,
is caught in the revolutionary riots of 1840.
Sentenced to life imprisonment, he is led to the Château of Ham.

His fate, though, is soon to change and comes
in the guise of the young Éléonore.
With her help, Louis escapes in disguise.

Many years later, he still cannot forget the sweet scent of her skin.
She feels the same although Louis, the love of her life,
is now acclaimed by all France
as Louis Bonaparte: Napoleon III.


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*Aimons donc, aimons donc!
De l'heure fugitive,
Hâtons-nous, jouissons!*


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PORTRAIT OF A PERFUME
The Verses of Alphonse de Lamartine

*«Aimons donc, aimons donc! de l'heure fugitive,
Hâtons-nous, jouissons!»*

*«So let us love, so let us love! Let us hasten,
Let us enjoy the fleeting hour!»*

De Lamartine's words depict the perfect setting for a perfume inspired by the intriguing story of Éléonore and Louis Bonaparte.

The opposite feelings of a man striving for freedom but desiring his lover.

The urgency to escape, but the desire to stay...

here comes the invitation to give up to a precious moment of love,
to enjoy the time which is already running out.

Éléonore captures the urgency of desire,
the enveloping scent of a lover's embrace.


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JOURNEY AMID FRAGRANT NOTES

A Gourmand Bouquet

At the crossway between a tempting velvet cake and a casket of precious resins, the fragrance pyramid is a *gourmand* blend made of audacious contrasts.

The light of Sicilian Lemon and the soft nuances of Peach are enveloped by the bewitching power of Myrrh. In the heart, the uncompromising intensity of Vanilla plays with Saffron in a game of light and shadow.

In the base, the quintessence of preciousness: Patchouli, Sandalwood and the mysterious Incense. Final touches of Tonka Bean and Musk enhance the soft, powdery afterglow of the fragrance.



Love, escape and a lavish dash of Vanilla: the new Rancé 1795 love potion.


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THE FRAGRANCE SOUL

A Gourmand Bouquet

HEAD NOTES

Sicilian Lemon, Hedione, Peach, Myrrh

HEART NOTES

Tahitian Vanilla, Saffron

BASE NOTES

Patchouli, Sandalwood, Incense, Amber, Tonka Bean, Musk

Gourmand




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PERFUME, GRAPHIC DESIGN AND POETRY

The sweetness of opposite poles

The perfume bottle, with its rounded and feminine shape,
is a charming invitation to discover the fragrance.

The ribbon wrapped around it, with its warm hue, is like a tempting message
written on a jar full of candies: will you resist to the embrace of spices and resins?
Or will you run away, following this adventurous dream?

As a *gourmand* touch added to Collection Impériale,
Éléonore comes in an orange *coffret*, recalling the sweetness of a cake
and the precious reflections of Amber and Myrrh resins.

The golden and colourful frame on the label,
at the crossway between Baroque and Pop styles,
is in harmony with the subtle game of opposites the fragrance is made of.

Éléonore: sugar and spices, sweetness and intensity, design and poetry.
The tempting scent of escape.


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ÉLEONORE: A MOMENT TO IMMORTALIZE

Dream or Reality?

Time is running out, clock tower rings resound across the dark alleys.
His bags are packed, a plane engine is roaring,
waiting for him to get away from the city.

Suddenly he stops. One single moment is enough to stop time, to stop it all.
And all of a sudden nothing makes sense anymore, not the danger, nor the tower clock
bell... He senses a spicy and sweet afterglow, a touch of vanilla.

The perfume he smelled on the morning he first met her,
in that gorgeous *patisserie*, just a few steps from his hiding place.
The taste of pastries, with a just a hint of liqueur, as tempting as the touch of her lips.
Those lips he left, a few hours before.

In the same moment, another place, the sound of a faraway plane:
it could be his flight, or anybody else's, going anywhere in the world.
Will he not be with her anymore?

But one thing is for sure: an invisible thread will link them, no matter the distance.
It is a thread made of scents: vanilla, spices and mystery, the recipe of their love.

Days pass by, she wants to forget but, who knows?
The *patisserie* seems to be waiting,
maybe her lost love will cross her path again...


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