

# Héroïque

EAU de PARFUM

Story of a Fragrance



RANCÉ

1795



**Héroi que**  
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# Héroïque

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Heroic is the spirit of the men who want to leave their mark.  
The sparkle of their success is encased in these lively notes.



  
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# HÉROÏQUE

## *An Epic Success Story*

Extraordinary men have always embarked upon spectacular undertakings whether they be among the ruins of an ancient Greek temple or the spires of a steel skyscraper, in the splendour of courtly palaces or the traffic of a metropolis.

The world is their stage and they are guided by the gods and ideals: these men are heroes. Greek heroes were "Kalòs kai agathòs" (beautiful and good). They were masters of their own fate to such an extent that they aroused the envy of the gods themselves.



  
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Heroes today are born in unsuspected ways: they may be moulded from the rocks of Mount Olympus through the words of a poet, or conjured up by the brush of a creative artist. A modern Odysseus is devoted to the goal that motivates him and is the protagonist of his own life.

Whether he be amid the waves of the Ocean, at the wheel of a custom-built car or fighting to defend the weak, he bears his success with charisma and elegance, to which he adds a touch of modern liveliness.

Heroes have been celebrated with perfumes since far-off times and today Rancé pays homage to them once again.

This vibrant, bold fragrance enriches the Collection Impériale, devoted to great iconic figures and leading players on the contemporary epic scene.

  
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*Et voici que la troupe héroïque des Dieux  
Bondit dans le combat du faite des nuées*

  
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## PORTRAIT OF A PERFUME

### *The Verses of Leconte de Lisle*

*«Et voici que la troupe héroïque des Dieux  
Bondit dans le combat du faite des nuées»*

*«And behold, the heroic group of gods  
Jumped in the fight against the clouds»*

Leconte de Lisle's words depict the perfect setting for a perfume,  
which is inspired by epic deeds and conceals exotic,  
original notes within.

The adventures of a contemporary hero retrace the majestic words of these verses.  
As if descended from a modern Mount Olympus, today's hero is driven by  
the ideals that motivate him and is ready to embark upon the challenges  
of everyday life in a hectic metropolis or an unexplored land.

Héroïque is the spirit of men who want to leave their mark.

  
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# JOURNEY AMID FRAGRANT NOTES

## *The Essence of a Modern-day Hero*

A dynamic fragrance with unusual notes reveals his charisma and sense of adventure.

Lively hints of bergamot and heady notes of blackcurrant merge with fruity touches of apple and pineapple in a vibrant start.

Moroccan jasmine and patchouli, Madagascar vanilla and teak wood bring the Orient and ocean crossings to mind, which symbolize modern world mythology.

Musk and amber-scented notes add a defiantly provocative touch in an interplay of light and shadow, thus revealing an unsuspected side to a man whose strength lies in his past and who is open to new challenges.

Héroïque: devoted by Rancé 1795 to the heroes of our times, who enthusiastically build their own success.

  
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### HEAD NOTES

Apple, Pineapple, Blackcurrant, Bergamot

### HEART NOTES

Jasmine, Rose, Patchouli, Birch Wood

### BASE NOTES

Amber, Vanilla, Oakmoss, Teak Wood, White Musk

*Citrus, fruity, woody and amber-scented*



  
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# PERFUME, GRAPHIC DESIGN AND POETRY

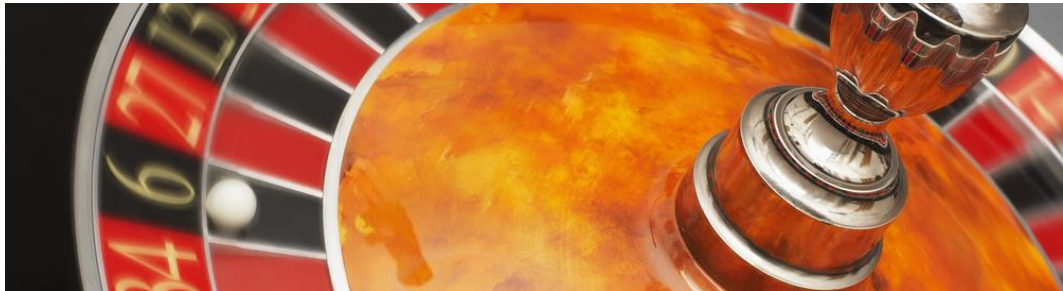
## *The Imagery of a Connoisseur*

A clean-cut, elongated, transparent glass bottle trimmed with a ribbon made of precious fabric that seals this connoisseurs' fragrance.

The elegant, Art Deco style, Hellenic-column-shaped label is reminiscent of the perfumes and liqueurs of the early 20th century, which symbolize a lively, sophisticated lifestyle.

The gold trim evokes Napoleonic imperialism in a fan-like arrangement of black and coral-coloured petals, like the roulette wheel of life, on which a contemporary hero does not hesitate to stake all in order to achieve his ideals.

Héroïque: a story of determination and elegance, enclosed in a box with a complex design that needs deciphering like the verses that accompany it.



  
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# HÉROÏQUE: A MOMENT TO IMMORTALIZE

## *Dream or Reality?*

He closes the door on a hectic week. His watch face catches the light as he slips his timepiece from his wrist as if to free himself from hours of commitments. His gaze passes from one illuminated skyscraper to another.

It makes no matter if he is in Chicago or Shanghai. Day or night?  
It is the same to him. His dream calls him from everywhere.  
His skin quivers softly in excitement as the wind passes through his fingers and the scent of the sea ens swathes him at last. His confident hands, accustomed to challenges, are firmly on the rudder as the sun fills his face with light.



The waves pursue his yacht like blades of steel against the keel as night falls and the titanic struggle against the storm begins.

At long last a lonely harbour appears, and the taste of victory mixes with the fragrance of citrus fruit. Colours fan out on the horizon to announce the dawn as if to salute our modern-day Odysseus from the edge of the world.

  
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