

HORTENSE

EAU de PARFUM

Story of a Fragrance



RANCÉ

1795



# Hortense

EAU de PARFUM

Hortense, Queen of Holland, was Joséphine's daughter.  
She was beautiful, seductive and intelligent  
with blue eyes, and golden hair scented with the fragrance  
of Dutch flowers and spices from the lands she dreamt of.



  
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# HORTENSE DE BEAUHARNAIS

## *An Eclectic, Charming Queen*

Hortense got her cosmopolitan spirit from her mother, Joséphine.

As a child, she set sail for Martinique, the place where her mother was born.

The island was at a crossroads between trade routes and - at the time - a melting pot of historical and cultural influences. African, European and indigenous traditions combined into a unique blend of sounds, smells and dances.

Once back in France, little Hortense kept an open and inquiring mind.

She was keen on music and her stepfather, Napoleon, affectionately called her *Terpsichore*.

Like the Muse of dance and chorus, the young Princess cultivated a love for the arts wherever she lived, from Saint-Germain-en-Laye to the pomp of Versailles.

However fate had another journey in store for her, with her husband Louis Bonaparte. Hortense became Queen of Holland in 1806, where she was loved by her new subjects for her grace and beauty. It was there, surrounded by the essences of Dutch flowers, that wafts of overseas scents reached her.







The Netherlands had held supremacy in the spice trade for centuries.

The Dutch East India Company, founded in 1602, had extended its dominion over land and sea to the East of the Cape of Good Hope, and from there on to the Strait of Magellan.

The Dutch West India Company had led the Dutch fleet to the Americas. Malaysia, Sri Lanka, China and Japan to the East, and the West Indies, Africa and Brazil to the West: the echo of those glorious ventures had not yet died down, and Hortense was able to cultivate her love for spices and scents brought to Europe from the four corners of the world.

  
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*... l'or dont au festin ses bras seraient parés  
Et pour ses blonds cheveux les parfums préparés*

  
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## PORTRAIT OF A PERFUME

### *The Verses of André Chénier*

*«... l'or dont au festin ses bras seraient parés  
Et pour ses blonds cheveux les parfums préparés»*

*«...the gold that was to decorate her arms at the feast  
and perfumes prepared for her blonde locks»*

These verses and the perfume itself reverberate with the same evocations and create an ethereal yet extremely vivid image of a resourceful, adventurous woman.

Chénier's charismatic words seem to depict Hortense, who in turn reminds us of the fragrant accords, with interacting enigmatic likenesses.

The spirit of Rancé's new creation is mirrored in Chénier's poetry and this contributes to the sophisticated, exotic ambience evoked by the spicy notes of this Eau de Parfum.



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## JOURNEY AMID FRAGRANT NOTES

### *The Essence of a Cosmopolitan Woman*

Jean Rancé dedicated a fragrant masterpiece to Hortense,  
as a tribute to her exuberance and passion.

Today his firm has subtly arranged the same Oriental scents  
into a bold composition of mysterious, spicy notes, enriched by a warm,  
sensuous base, which creates a sparkling, irresistible aromatic adventure.

The bouquet expresses an exuberant personality. It begins and seduces  
with its spicy notes of cardamom, pepper and bergamot, which lead on to delightful  
hints of Ceylon cinnamon, Lebanon cedar, Bulgarian rose and incense.  
These confer precious notes that still today bring overseas lands to mind  
and plot courses on an intriguing map of world perfumes.

The warm base of woods, incense and vanilla is brought out  
by the rich splendour of spices. This Eau de Parfum stems from  
Rancé's tradition of excellence and adds an original touch  
devoted to a sophisticated woman full of charm.



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### TOP NOTES

Pepper, Bergamot, Cardamom

### HEART NOTES

Rose, Cinnamon, Incense

### BASE NOTES

Cedar wood, Mahogany, Vanilla

*Spicy Oriental*



  
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# PERFUME, GRAPHIC DESIGN AND POETRY

## *A Contemporary Touch*

The perfume bottle, with its rounded and feminine shape,  
recalls beauty, elegance and perfection.

The ribbon wrapped around it evokes the precious fabrics  
noblewomen of the time loved to adorn their hair with. As fate would  
have it, the colours of the packaging reflect those of the flag of the Dutch  
East India Company. At the same time, with their colourful hues  
they give a contemporary touch to Collection Impériale.

Gold is a precious symbol of royalty, recalls Hortense's beautiful blonde hair  
and graces Chénier's verses, with which this Eau de Parfum is associated.  
At the same time, the shape of the bottle and the illustration  
on the label form an overall composition, which is a mix  
of perfume, design and poetry.

A highly contemporary blend of components.



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# HORTENSE, A MOMENT TO IMMORTALIZE

## *Dream or Reality?*

A passionate lively woman embarks on a journey along the hazardous spice trade routes, leaving her laptop and commitments behind her. Her feet move with the thrill of discovery from sand to scented petals as if following paths on an ethereal map full of music and the joyful atmosphere of Jaipur.



Her shoulders are veiled with cloth inlaid with gold; brush-strokes of red and filigrees of silk form a frame around her face. She comes from afar, but it is as though she had always been there. The wind blows vaguely as if to call her. She looks up to meet two ebony eyes, as two worlds encounter in a respite of the monsoon. Fate brings her to a dilemma: should she stop or should she resume her journey along roads across the sand among gilded palaces, farther and farther away ...

Her choice is left unsettled: will they both be left simply with the memory of the magical fragrance of spices that lit up the dreams of a queen named Hortense, or will their meeting end up in passion?

  
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