

JOSÉPHINE

EAU de PARFUM

Story of a Fragrance



RANCÉ

1795

JOSÉPHINE

**EAU DE PARFUM
COLLECTION IMPÉRIALE**

**THE SENSUAL AND TIMELESS ALLURE OF JOSEPHINE,
THE WOMAN MOST LOVED BY NAPOLEON, IS THE SOUL OF THESE WARM,
MYSTERIOUS AND PASSIONATE NOTES, DEDICATED TO HER BY FRANÇOIS RANCÉ.**




RANCÉ
1795

JOSÉPHINE: A SPELL CAST FROM THE GATES OF THE DESERT

The mysterious charm of a voyage between East and West.
An immersion within floral notes and spicy atmospheres,
surrounded by flowers, velvet and incense resin.

A woman whose appeal has become legend.
In her blood the rhythm of Martinique, in her eyes the grace of the flowers of France.
She cast a spell upon the most celebrated leader of her time:
everywhere he goes, Napoleon writes her of sleepless nights and passion.

She, she is in a Parisian boudoir, or maybe has just reached Egypt.
Maybe she is looking at a magic sunset upon the Nile,
at the gateway between the ancient West and the mysterious East.

Surrounded by velvet fabrics and gilt mirrors,
in a secret chamber Joséphine casts her spell:
Bulgarian roses, French violets, a hint of pepper and incense,
just brought on camel's back from the Spice Route.

In the potion, golden glares are sealed by a rosy silk thread:
one more knot, and a faraway heart is bound forever.


RANCÉ
1795

PORTRAIT OF A FRAGRANCE: NAPOLEON AND JOSÉPHINE



*Je n'ai pas passé un jour
sans t'aimer
Je n'ai pas passé une nuit
sans te serrer dans mes bras*

*“I did not spend a single day without loving you.
I have not spent a single night
without holding you in my arms”*

[Napoleon to Joséphine, 1799]

Days pass by, but so strong is the memory of her beauty,
that he feels like he did not spend one night without holding her in his arms.
He feels like the woman who bewitched him, still haunts him on his travel.

It's a memory of perfume, as intense as a spell
cast from the border between East and West.


RANCÉ
1795

PYRAMID: THE INGREDIENTS OF A LOVE POTION

HEAD

Hawthorn, Redcurrant, Bulgarian Rose, Violet

HEART

Vanilla flower, Pink Pepper, Opoponax

BASE

Oman Incense, Soft Musks, Amber

Floral Oriental




RANCÉ
1795

**JOSÉPHINE EAU DE PARFUM:
BETWEEN EUROPE AND THE SPICE ROUTE**



The intensity of spring flowers,
the seduction of exotic scents, the penetrating
accord of fruit and wood: this blend is
an invitation to sensuality, to the opulence
of an elegant atmosphere.
François Rancé dedicated this perfume
to the woman most loved by Napoleon
Today, Joséphine is a floral Oriental fragrance,
enveloping and mysterious.

In the opening, the inviting sweetness of Bulgarian Rose
joins Violet in a sophisticated accord of precious flowers,
brightened by touches of Red Currant.

In the heart, the warm and enveloping Vanilla Flower
Melts with Pink Pepper and Opoponax,
in a spicy bouquet enriched by subtle earthly notes.
The Musk base, like a soft veil, is sparkled up by the woody and
resinous accord of Oman Incense.

Joséphine: all the charm of a brilliant, joyful and seductive woman.


RANCÉ
1795




RANCÉ
1795

PERFUME, DESIGN AND POETRY: THE SHRINE OF SECRETS

The bottle of feminine Imperial fragrances,
with its harmonious rounded shape, in Joséphine
takes the shape of the ampoule of an enchanted potion,
extracted from the spices of an Arabian suq.

The rose ribbon enveloping the fragrance becomes,
in this game played between dream and reality,
a string used by a “fatal” woman to bond her lover’s heart.

The fragrance box, drawing inspiration
by the elegant patterns of French velvet, becomes a precious shrine
jealously keeping an enchanted secret.
It is sealed by a poem, telling the tale of a love
which is impossible to resist to.

Above it all shines the gold of luscious Eastern landscapes,
of magic sunsets at the gates of faraway deserts.
A spell of dream,
the fragrance of a woman who can never be forgotten.


RANCÉ
1795

JOSÉPHINE: A MOMENT TO IMMORTALIZE

A faraway lodge, a man wakes up from his dreams.

The window gets opened in the rain,
outside stands the city shivering in the cold night.
A flower bouquet falls down, rose petals strewn all over the floor.
Their perfumed breath melts with something different:
a mysterious scent of spices coming from nowhere.

And all of a sudden, he can feel her; the memory of her is so vivid,
that his skin trembles, while her velvet hair is again
intertwined with his, in the embrace of dawn.
Waves of heat, perfume of burning earth.

On the other side of the world: a confident smile
is reflected by a mirror framed with precious stones.
A magnetic woman, her wide eyes full of mystery,
stares at the sunset from an Eastern desert, precious of gold and magic.
He is so far, but he can feel her: she knows it.

Night, again. A string grips his neck, he feels like suffocating,
his eyes stare in the dark. Everything is tidy around him,
raindrops slide along the closed window. Just a dream...


RANCÉ
1795

RANCÉ & C. srl
10, via Lombardini
20143 Milano, Italia
Tel. +39 02 5810 0855
Fax +39 02 8940 1058
rance@rancel795.com
www.rancel795.com


RANCÉ
1795