

D'ORSAY

Dandy lines: a new Parisian perfume brand with an illustrious heritage



Dubai, September 29th, 2022

D'Orsay Paris is proud to announce its establishment in the Middle East region with an exclusive partnership with Al Tayer Group, to develop its presence with Ounass, BLM.ae, Bloomingdale's Dubai Mall and Harvey Nichols Mall of the Emirates.

About D'Orsay, 200 years ago



We are observing here the reincarnation of an iconic French perfume house, that a Parisian entrepreneur, Amélie Huynh, decided to revamp.

Count Alfred d'Orsay was a dandy who became renowned among Europe's artistic and political elite as a writer, painter and sculptor before giving his name to a perfume brand in 1830. He forged ties with the likes of Victor Hugo, Lord Byron, Napoleon III, Alexandre Dumas, Charles Dickens and Franz Liszt, and his successful career also led him to be appointed director of the Académie des Beaux-Arts in Paris.

It was a clandestine romance with the Countess of Blessington that turned d'Orsay's creative focus towards scent. He created a perfume for her and they both wore it, keeping it concealed in a secret bottle. The visionary had designed the first androgynous perfume.

Almost overnight, the scent became a bestseller, much-loved by the aristocracy society. By 1932, the D'Orsay perfume house was selling more than five million bottles a year, and it would collaborate with the likes of artist Jean Cocteau, Lalique and Baccarat to craft unique bottles.

D'ORSAY

About D'Orsay, today, 200 years later



With this pioneering spirit in mind, Amélie Huynh decided to pursue the legacy, relaunch the brand and modernize it.

The relaunched brand is composed of fragrances, and home fragrances. The body fragrances embrace a state of mind rather than a genre – think freedom, trust or introspection – while the home fragrances evoke a time and place, like a nocturnal moment in an artist's studio or a peek into a dancer's dressing room.

About Amélie Huynh, CEO of D'Orsay



In 2014, her family acquired Château Malromé, which she revived with her sister Mélanie and the support of their father. Former home of Henri de Toulouse-Lautrec and a wine estate covering 43 hectares, the Château has also become a place dedicated to the art of living and well-being. It offers holistic stays around beauty, gastronomy and yoga and integrates a contemporary art gallery, a restaurant as well as cultural visits in the restored historical apartments of the painter.

In 2015, the AERA NOVA Group acquired the House of Perfumes D'ORSAY, Amélie Huynh being seduced by the history of this House and discovering in what is nowadays called a sleeping beauty an immense potential. She continues the story of the House and its original love story by exploring the state of love that marks all of the House's creations, whose olfactory and aesthetic line she has revised. D'ORSAY now offers 16 body fragrances and 16 home fragrances (candles and roomsprays) as well as olfactory instruments with a minimalist and precious design. The first boutique opened in 2019 at 44 rue des Francs-Bourgeois in Paris, the second one in 2020 in the Aoyama district of Tokyo.

D'Orsay worldwide presence



D'Orsay is present in 20 countries, with an ambitious roll-out in selected perfumeries and department stores, 2 flagship stores, one in Paris and one in Tokyo, and their own E-commerce platform.



In the region, D'Orsay will be present across Ounass, Bloomingdales.ae, Bloomingdale's Dubai Mall and Harvey Nichols Mall of the Emirates in Dubai.

D'Orsay is due to expand in Kuwait and KSA in 2023 across the same doors.