

# OFFICINE UNIVERSELLE BULY

## THE SOLAR ADVENTURE

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EACH DAY, OFFICINE UNIVERSELLE BULY PERPETUATES AND ADDS TO A HERITAGE OF BEAUTY, INSPIRED BY THE EXCELLENCE OF THE PAST TO OFFER THE BEST OF THE PRESENT.



**DUBAI, MARCH 2023**

L'Officine Universelle Buly, the most singular beauty emporium with a touch of nostalgic aura, is proud to announce its establishment in the Middle East region with a first of its kind shop in shop in Harvey Nichols that will set to open on April 15th 2023.

### **ABOUT L'OFFICINE UNIVERSELLE BULY: EARLY YEARS**

At the beginning of the 19th century, a merchant perfumer, Claude Bully, invented a vinaigre de toilette, a vinegar-based fragrance designed to fight body odors, cure disease, and nourish the skin, which later rewrote the perfume industry and popular beauty care.

Then his son, Jean-Vincent Bully, sought validation from doctors and scientists, bringing further recognition to the brand, while the vinegar was granted two patents in 1809, another for improvements in 1814, with products showcased at the 1823, 1827, and 1849 World Fairs, as well as at the Great Exhibition in London (in 1851). At its hype, in 1904 was claimed that "the best vinaigre de toilette ... bears the name of Bully vinegar." Meantime in the summer of 1937, Le Figaro mentioned in its Beauty section: «Don't forget to buy a bottle of ... Bully vinegar, the object of world renown for nearly a century.»

Since 1803, with audacity and precision, the Parisian institution established by Jean-Vincent Bully has been highly successful thanks to its innovative formulas and awarded prizes at the Universal Exhibitions of 1867 and 1878, where the perfumer of the Parisian high society set new trends.

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### ABOUT L'OFFICINE UNIVERSELLE BULY

Today, the Officine Universelle Buly pursues and reinvents French beauty with the impeccability of the past and the best of the present: a new chapter in the Buly saga begins in 2014 when the visionary duo Victoire de Taillac and Ramdane Touhami, who share a passion for passing on the best of French beauty care, decided to open a first Officine Universelle Buly dispensary at 6, rue Bonaparte in Paris. With its theatrical decor, this timeless temple to beauty is authentic and majestically beautiful. Buly is now written with a single "I", symbolizing the passing of the flame to a new and universal adventure.



*"As a universal dispensary that rejuvenates the history of beauty secrets, we select accessories and ingredients from the world over – oils, powders, clays and much more – with patience and curiosity. Their inherent value springs from their quality, their effectiveness, and sometimes their rarity. Nothing is simpler, more pleasant or more precious than indulging in natural beauty care. And that is our philosophy."*

Victoire de Taillac  
Founder of Officine Universelle Buly

Officine Universelle Buly bridges time, offering a journey through the ages and across continents in a selection of products as precious as they are effective and authentic. There is a strive for cosmetic excellence where legendary healthy and natural care products coexist with high-tech ones: the Officine created the very first water-based perfumes in 2014.

Combining French-style service with history, fragrance and the refinement of scents are no more details. They make the Maison renowned in a world where the codes of Parisian beauty are meticulously followed.

The stores are architectural temples where care and customization services bring wonder and awe: embossing, calligraphy and engraving, a personalization like no other that fund the craft of the ceremony, the craft of excellence and distinction, so dear to the Maison.

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*"To breathe Paris, it preserves the soul"*  
Once said Victor Hugo

At Officine Universelle Buly, this is what the Maison expects their customers to do: to breathe and be nurtured by the instant, the stillness and the appreciation of the moment. The time stops with an experience suspended in time, uninterrupted, for the perfection of the moment.

There are today 900 references that constitute the emblem of Parisian and luxurious institution that is Buly, and that enables a journey of curiosity through natural protocols, impeccable traceability, ingeniously designed graphics, surprising scents, philosophy of perfume and beauty.



SCENTED CANDLES



COMBS



POMMADE CONCRÈTE  
HAND AND FOOT CREAM



EAU RECTIFIÉE  
MICELLAR CLEANSING WATER

### OUTLOOK

Officine Universelle Buly draws its essence from Nature. Preserving and caring for it is the priority, the best possible tribute to Nature's myriad virtues. The Maison continually works on new sustainable solutions that are both effective and good for Nature. The creations meet the highest quality standards, emphasizing glass receptacles and formulations that are natural and effective.

- 900 products available in boutiques
- Almost 40 boutiques and counters worldwide
- 8 atmospheric perfumes
- 12 waterbased perfumes
- 132 acetate combs

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THE EMPORIUM OF THE PARISIAN BEAUTY | 3 CATEGORIES

DENSITY AND FREEDOM OF CHOICE

BOOKS

BODY CARE

ORAL CARE

CURIOSITIES

ART OF BATH

SOINS PARFUMÉS

INTERIOR SCENTS

BULY SKINCARE LINE

BEAUTY ACCESSORIES

WATER BASED PERFUMES

COMBS & BRUSHES

BEAUTY ODDITIES: BATH SALTS, CHEWING GUM, ROBINET CAP FOR THE TUBE CLOSING

BULY NATURAL PRODUCTS: PLANT OILS, RAW POWDERS, BEAUTY BUTTERS & HONEYS

### OFFICINE UNIVERSELLE BULY STRUCTURE

Officine Universelle Buly was acquired by the multi-national LVMH in October 2021. Victoire de Taillac-Touhami is managing Officine Universelle Buly, while Ramdane Touhami is running the artistic direction.



[HTTPS://BULY1803.COM](https://buly1803.com)

[HTTPS://WWW.INSTAGRAM.COM/OFFICINE\\_UNIVERSELLE\\_BULY](https://www.instagram.com/officine_universelle_buly)

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