



diptyque

paris

Interview Eau Capitale

1 • What is the story behind Eau Capitale? Why this name?

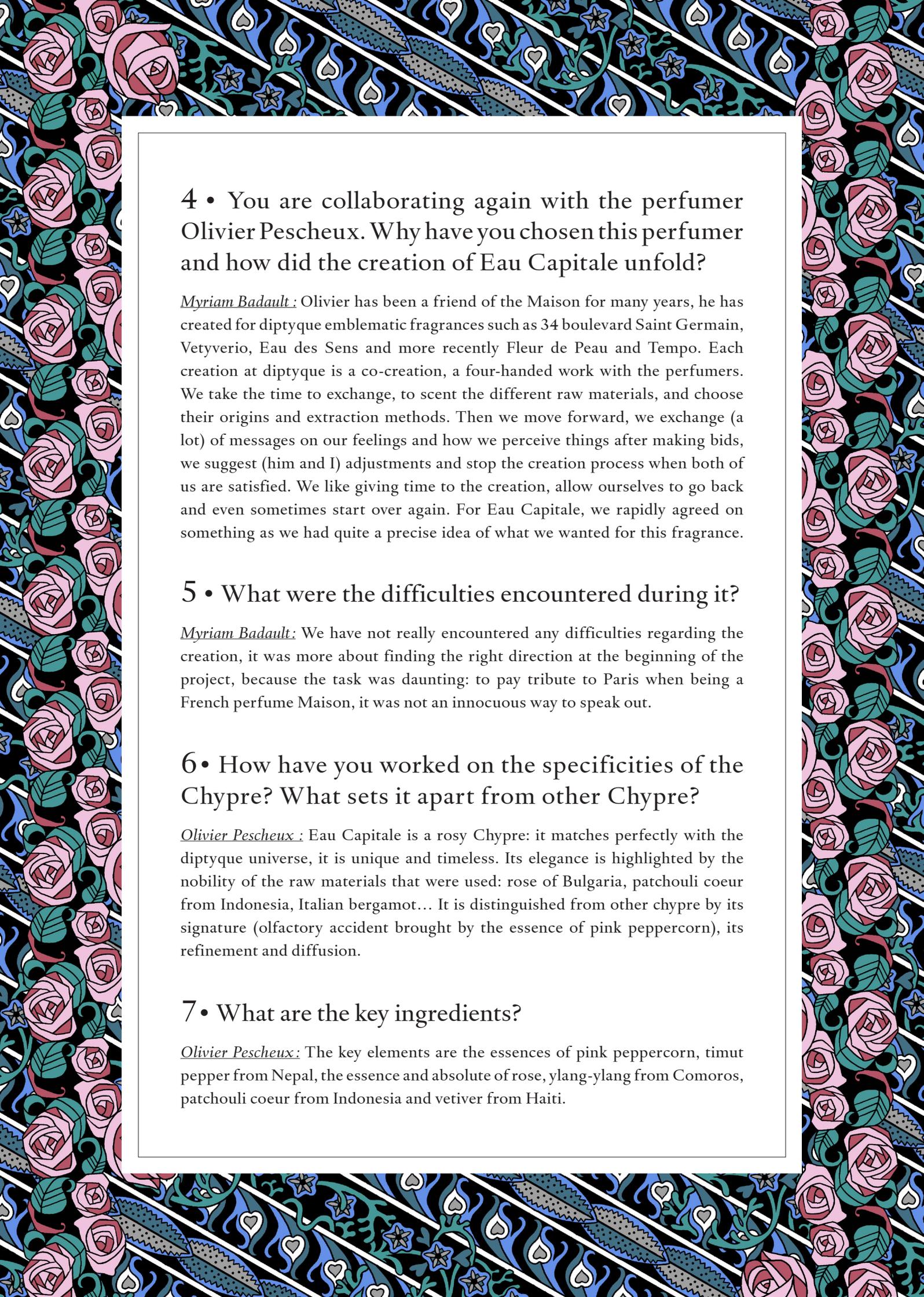
Myriam Badault: We wanted to pay tribute to Paris, diptyque's city of birth. The name Eau Capitale is a way of saying Paris, which is also illustrated on the bottle with its Eiffel Tower and the Art Nouveau universe.

2 • Why did you want to pay tribute to the city of Paris? What does the diptyque of Paris look like?

Myriam Badault: Paris was the starting point of the diptyque adventure. In 1961, the three founders decided to open their first boutique at 34 boulevard Saint Germain and never in almost 60 years of existence had we ever paid tribute to Paris that has inspired and continues to inspire creation... We had to do it! The Paris of diptyque is artistic, literary, cultural, architectural, a plural and contrasted city, vibrant with creativity.

3 • How would you describe Eau Capitale? Why has diptyque chosen to work on a fragrance from the Chypre family?

Myriam Badault: Eau Capitale is a Chypre perfume. In my opinion, only this Chypre accord with its 100 facets can transcribe and express the aura and the singularity of this multi-faceted city. This accord is sort of the golden ratio of perfumery, its balance lies in the selection and proportion of the raw materials that compose it.



4 • You are collaborating again with the perfumer Olivier Pescheux. Why have you chosen this perfumer and how did the creation of Eau Capitale unfold?

Myriam Badault: Olivier has been a friend of the Maison for many years, he has created for diptyque emblematic fragrances such as 34 boulevard Saint Germain, Vetyverio, Eau des Sens and more recently Fleur de Peau and Tempo. Each creation at diptyque is a co-creation, a four-handed work with the perfumers. We take the time to exchange, to scent the different raw materials, and choose their origins and extraction methods. Then we move forward, we exchange (a lot) of messages on our feelings and how we perceive things after making bids, we suggest (him and I) adjustments and stop the creation process when both of us are satisfied. We like giving time to the creation, allow ourselves to go back and even sometimes start over again. For Eau Capitale, we rapidly agreed on something as we had quite a precise idea of what we wanted for this fragrance.

5 • What were the difficulties encountered during it?

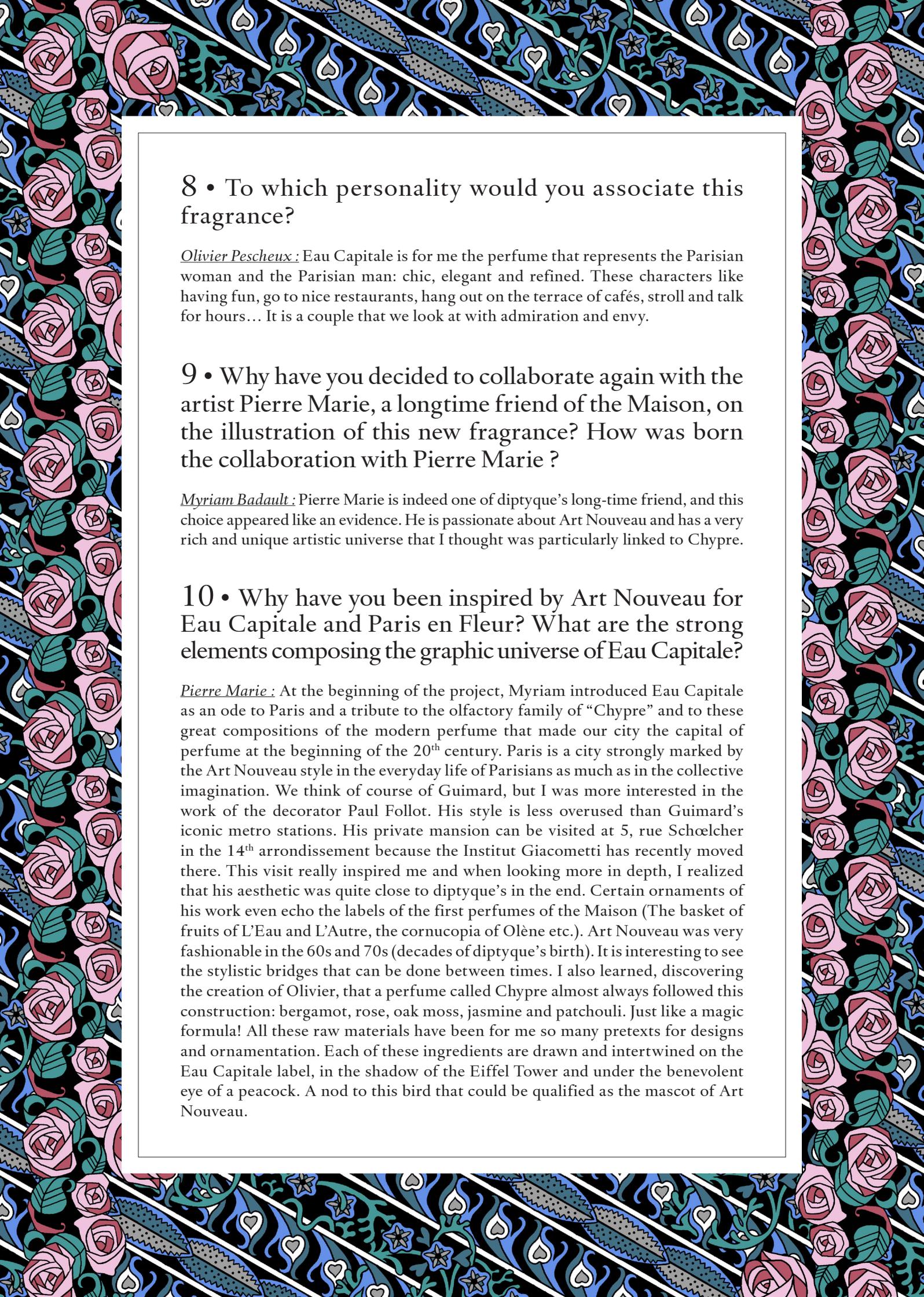
Myriam Badault: We have not really encountered any difficulties regarding the creation, it was more about finding the right direction at the beginning of the project, because the task was daunting: to pay tribute to Paris when being a French perfume Maison, it was not an innocuous way to speak out.

6 • How have you worked on the specificities of the Chypre? What sets it apart from other Chypre?

Olivier Pescheux: Eau Capitale is a rosy Chypre: it matches perfectly with the diptyque universe, it is unique and timeless. Its elegance is highlighted by the nobility of the raw materials that were used: rose of Bulgaria, patchouli coeur from Indonesia, Italian bergamot... It is distinguished from other chypre by its signature (olfactory accident brought by the essence of pink peppercorn), its refinement and diffusion.

7 • What are the key ingredients?

Olivier Pescheux: The key elements are the essences of pink peppercorn, timut pepper from Nepal, the essence and absolute of rose, ylang-ylang from Comoros, patchouli coeur from Indonesia and vetiver from Haiti.



8 • To which personality would you associate this fragrance?

Olivier Pescheux : Eau Capitale is for me the perfume that represents the Parisian woman and the Parisian man: chic, elegant and refined. These characters like having fun, go to nice restaurants, hang out on the terrace of cafés, stroll and talk for hours... It is a couple that we look at with admiration and envy.

9 • Why have you decided to collaborate again with the artist Pierre Marie, a longtime friend of the Maison, on the illustration of this new fragrance? How was born the collaboration with Pierre Marie ?

Myriam Badault : Pierre Marie is indeed one of diptyque's long-time friend, and this choice appeared like an evidence. He is passionate about Art Nouveau and has a very rich and unique artistic universe that I thought was particularly linked to Chypre.

10 • Why have you been inspired by Art Nouveau for Eau Capitale and Paris en Fleur? What are the strong elements composing the graphic universe of Eau Capitale?

Pierre Marie : At the beginning of the project, Myriam introduced Eau Capitale as an ode to Paris and a tribute to the olfactory family of "Chypre" and to these great compositions of the modern perfume that made our city the capital of perfume at the beginning of the 20th century. Paris is a city strongly marked by the Art Nouveau style in the everyday life of Parisians as much as in the collective imagination. We think of course of Guimard, but I was more interested in the work of the decorator Paul Follot. His style is less overused than Guimard's iconic metro stations. His private mansion can be visited at 5, rue Schœlcher in the 14th arrondissement because the Institut Giacometti has recently moved there. This visit really inspired me and when looking more in depth, I realized that his aesthetic was quite close to diptyque's in the end. Certain ornaments of his work even echo the labels of the first perfumes of the Maison (The basket of fruits of L'Eau and L'Autre, the cornucopia of Olène etc.). Art Nouveau was very fashionable in the 60s and 70s (decades of diptyque's birth). It is interesting to see the stylistic bridges that can be done between times. I also learned, discovering the creation of Olivier, that a perfume called Chypre almost always followed this construction: bergamot, rose, oak moss, jasmine and patchouli. Just like a magic formula! All these raw materials have been for me so many pretexts for designs and ornamentation. Each of these ingredients are drawn and intertwined on the Eau Capitale label, in the shadow of the Eiffel Tower and under the benevolent eye of a peacock. A nod to this bird that could be qualified as the mascot of Art Nouveau.