

OFFICINE UNIVERSELLE BULY



A VISIONARY DUO

Victoire de Taillac and Ramdane Touhami share a taste for travel, research and thirst for knowledge, respect for tradition, the audacity of innovation, the requirement for precision and efficiency. These various facets are woven into each of their projects. They met in the 2000s and ever since, they have packed their bags to travel from Paris to Brooklyn, Jaipur, Tangier or Tokyo. This nomadic lifestyle has nourished their philosophy and their aesthetic creativity across the world. Ramdane is a designer, entrepreneur and art collector. Victoire has worked for many years in the world of fashion and beauty. Together, they are a creative, atypical Parisian couple.

*"Being a couple as influencing as
Victoire de Taillac and Ramdane Touhami."*

Headline of "Les Echos" Spring 2014

At the whim of the countries and their inspiration, the interior decoration of their successive homes is regularly praised by prestigious publications (Vogue, New York Times, Financial Times, Le Monde, The Guardian...).

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Together, they run the Officine Universelle Buly, whose boutiques are multiplying in Paris and throughout the world (Japan, South Korea, Philipins, Thailand, United Kingdom, Taiwan, United States, Australia).



VICTOIRE DE TAILLAC

Passionate about beauty, in 2003, Victoire de Taillac was hailed by Elle magazine as *one of the most influential researchers* in the industry.

Having graduated in history, she is passionate about rituals and traditional customs. She collects thousand-year-old secrets preserved and discovered across the world.

Former Public Relations Director of the iconic fashion concept store Colette, over the first five years, she set up the *Parfumerie Générale*, launched in 2003 with Ramdane Touhami: the first alternative cosmetics store in France. In 2010, she established the renowned platform devoted to “French beauty”: *The French Beauty Club*. In 2013, she created *Corpus* an annual bilingual magazine dedicated to beauty of body and mind.

Today, she bestows her knowledge, her sense of service and her taste to the *Officine Universelle Buly*. This passion nourishes her daily when she focuses on a unique texture, the development of new products or the quest for rare

OFFICINE UNIVERSELLE BULY

First edited in 2017, “An Atlas of Natural Beauty” was then also published in 7 countries: the United Kingdom, the United States, France, Russia, Poland and Japan.

In this true encyclopaedia that has become a reference work on the subject, Victoire compiles secrets and precious natural ingredients (plant oils, powders and clays). The wonder of efficient ancestral care is shared in a collection of simple recipes for self-care. Naturally. She became in 2021 the new Brand & Image Director.



RAMDANE TOUHAMI

Ramdane Touhami is an entrepreneur, artistic director and owner of the design firm *Art Recherche Industrie*. After working with *Le Bon Marché Rive Gauche* and *Liberty*, he masterminded the rebirth of the old *Maison Cire Trudon*, for which among other things he created novel and now-acclaimed home “fragrances”. He also invented the odoriferous ritual of bell-covered candles. Thanks to his impetus, and to the renewal of its image and product range, *Cire Trudon* achieved international success. Its products are now available in 58 countries.

OFFICINE UNIVERSSELLE BULY

Ramdane Touhami has revamped and directed *Officine Universelle Buly*, a perfume shop that was first established in Paris in 1803 by Jean-Vincent Bully, a successful beauty merchant and inventor who inspired a character of the novelist Honoré de Balzac. The first boutique reopened in 2013 on the Parisian Left Bank. With an authentic décor designed by Ramdane Touhami – painted ceilings, glazed terracotta tiling and rare marbles. *Officine Universelle Buly* celebrates its history, the apothecary counters of yesteryear and the refined boutiques of the master perfumers. Just as in past times, the oak and walnut burl woodwork and laboratory furniture watch over the hundreds of glass vials, flasks and bottles that contain *Buly's* concoctions and the very best of what the history of beauty has to offer. Resembling old apothecary shops, all the boutiques and corners are all famous for their uniqueness, and for the use of noble materials and techniques of the XVIIIth and XIXth century, especially the handcrafted woodworks. In 2021, there were thirty *officines* around the world, in Paris, London, Tokyo, Kyoto, Osaka, Yokohama, Seoul, Taipei, Hong Kong, Sidney and Melbourne respectively. New boutiques openings are planned in the four corners of the world.

After the takeover of the *Officine Universelle Buly* by LVMH in 2021, he operates the artistic direction of the Officine via his agency *Art recherche Industrie*, active in major aesthetic fields (architecture, typography, graphic design, photography, writing, product development, development of brand philosophies, redefinition of identities). Established in Paris by Ramdane Touhami. The agency strives to include all the abandoned, but remarkably singular trades in its creative process. The “homemade” and the principle of “zero outsourcing”, are true returns to the roots and guarantee the authenticity of sovereign creations.

He published in 2021 at Gestalten the "Beauty of Time Travel" where he fully explains his artistic and philosophical mindset towards Officine Universelle Buly, and how to revamp an old time brand.