

Guerlain's L'Art & La Matière revamp: when perfume meets art



[Guerlain](#) is relaunching its L'Art & La Matière haute parfumerie collection. For the packaging, the brand opted for a new, refillable flacon, and worked with straw marquetry artisan Lison de Caunes, embroidery specialist Atelier Bizet and jewelry creator Atelier Truscelli to offer limited-edition plates enabling the perfume caps to be personalized.

L'Art & La Matière, Guerlain's fragrance collection celebrating the art of perfumery that dates from 2005, has been given a makeover for its relaunch this September. With its octagonal shape and beveled edges, the new flacon ([Pochet du Courval](#)) is inspired by Guerlain's square-shaped flacon from 1870. The bottle is made with 10% recycled glass (1% PCR and 9% PIR), and the gold-colored screw pump can be removed to refill the flacon in-store. The back of the bottle is engraved with Guerlain's iconic bee, while a recess on the facing accommodates the glossy black label embossed with the brand logo in gold.



The black cap is said to evoke the curves of a clamshell when seen from the front, while a tassel recalls the tradition of the wax seal. A passementerie made of nine turns of twisted black cord adorns the collar. The cap is topped with a golden plate engraved with Guerlain's double G logo. Consumers can choose from 12 iconic plates to personalize their flacon, including hammered gold metal, burgundy grained leather or a white marble pattern.

Guerlain worked with artisans for this collection to offer three limited-edition plates: a straw marquetry plate from Lison de Caunes, a plate embroidered with a bee from

Atelier Bizet and a natural mother-of-pearl plate. Jewelry specialist Atelier Truscelli created plates set with forty rodholite garnets or 40 synthetic diamonds.



In addition to personalizing the packaging by selecting the desired plate, customers can choose the color of the cord and accessory and have the bottle engraved.

The white secondary packaging sports the same black label as the bottle and a golden bee. Made from recycled cardboard and paper from sustainably managed forests, the box cuts down on material by 62% for the 100ml format and 45% on the 200ml format compared to the previous 75ml version.



L'Art & La Matière consists of 17 EdP: the 11 scents that comprised the original collection, four Guerlain scents that have been renamed for the occasion, and two new creations. The scents were created by house perfumers Delphine Jelk and Thierry Wasser. They include Rose Chérie, with notes of rose, almond and heliotrope, and Cruel Gardénia, which combines gardenia accord, musks and tonka bean.

Launching in September, the scents retail at €295 for the 100ml (€220 for the refill) and €425 for 200ml (€320 for the refill).



Bottle POCHET DU COURVAL



Aristans limited-edition plates LISON DE CAUNES, ATELIER BIZET, ATELIER TRUSCELLI

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