The

ESTĒE LAUDER LUXURY FRAGRANCE COLLECTION

"Fragrance exists in the mind, not just in the senses."
-Estée Lauder

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1

A HERITAGE of FRAGRANCE

Our founder, Mrs. Estée Lauder, revolutionized the business of perfume with a host of groundbreaking scents that still exist today. A rulebreaker and industry pioneer, she was the first to encourage customers to buy fragrances for themselves and create their own personal wardrobe of scents. Discover the incredible moments of our fragrance heritage and history, and the enduring legacy Estée left behind.

1953
THE GROUNDBREAKER
Youth Dew

"Women still like to feel beautiful, pampered and loved, and that is what Youth-Dew is all about."—Estée Lauder

In the early 1950's, Estée wondered why women relied on the men in their lives to buy them perfume, and only wore it on special occasions. To change women's minds—and forever change the world of fragrance—she created Youth-Dew Bath Oil in 1953.

Captivating, rich and exceptionally lasting, women bought it for the bath, but, as Estée predicted, soon began wearing Youth-Dew as a fragrance. Since it was a bath oil, not perfume, women felt free to enjoy and wear it daily.

The scent itself remains a legendary one in the fragrance industry today—it has been called one of the sexiest fragrances ever created. The unique combination of Rose, Lavender, Jasmine, Spices, Vetiver and Patchouli make this fragrance sensual with a timeless appeal, and more than 50 years after it launched, it's still a fan favorite today.

1963

ESTÉE: A fragrance after her own heart

Estée Lauder creates a perfume so personal, she calls it by her name. The attention to every ingredient and every note is the way we still create fragrances today.

1970's

DECADE OF SIGNATURE SCENTS

Aliage, Private Collection, White Linen & Cinnabar

Estée debuts multiple signature scents in the span of a few years, believing that the modern woman should have a rich and varied wardrobe of perfumes—one for every occasion and mood.

1985:
BEAUTIFUL:
The Bridal Icon

Estée's fragrance masterpiece and a bestseller still today, Beautiful was inspired by a bride on her wedding day. Estée painstakingly curated the most luxurious and expensive ingredients to create a bouquet of a thousand flowers. To celebrate the launch, she had a bride walk down 5th Avenue in New York City.

ESTÉE LAUDER FRAGRANCE TODAY

Today, in addition to our bestselling prestige fragrance collection loved by customers around the world, we continue Estée's tradition of groundbreaking fragrances with a new collection: **The Estée Lauder Luxury Fragrance Collection**. A curated selection of 8 spectacular scents, inspired by nature's most breathtaking moments.

2

Introducing the

ESTĒE LAUDER

LUXURY FRAGRANCE COLLECTION

Let your mind imagine them. Let your senses feel them. Discover 8 breathtaking fragrances that capture the beauty of nature and awaken your imagination, to experience undiscovered places fragrance has never taken you before.

Our LUXURY POINT of DIFFERENCE

[US/EMEA] *Clinical testing by 15 expert panelists
[China] *Sensory panel of 15 U.S. 3rd party fragrance experts, after using product once.
Effect varies by individual.

THE CRAFTSMANSHIP

This luxurious collection features 8 fragrances crafted by 8 world-renowned Perfumers. These unique scents cover a range of fragrance families—from fresh to floral to rich. Every creation features exquisite, high-quality, ultra-luxurious notes and ingredients.

THE SCENT SCIENCE

An industry first—each scent is infused with our exclusive and groundbreaking ScentCapture Fragrance Extender™, a proprietary technology clinically tested to be long-lasting for up to 12 hours*, a true breakthrough for fragrance innovation.

And, we have scientifically linked scent and emotional benefits based on ingredients in each fragrance.

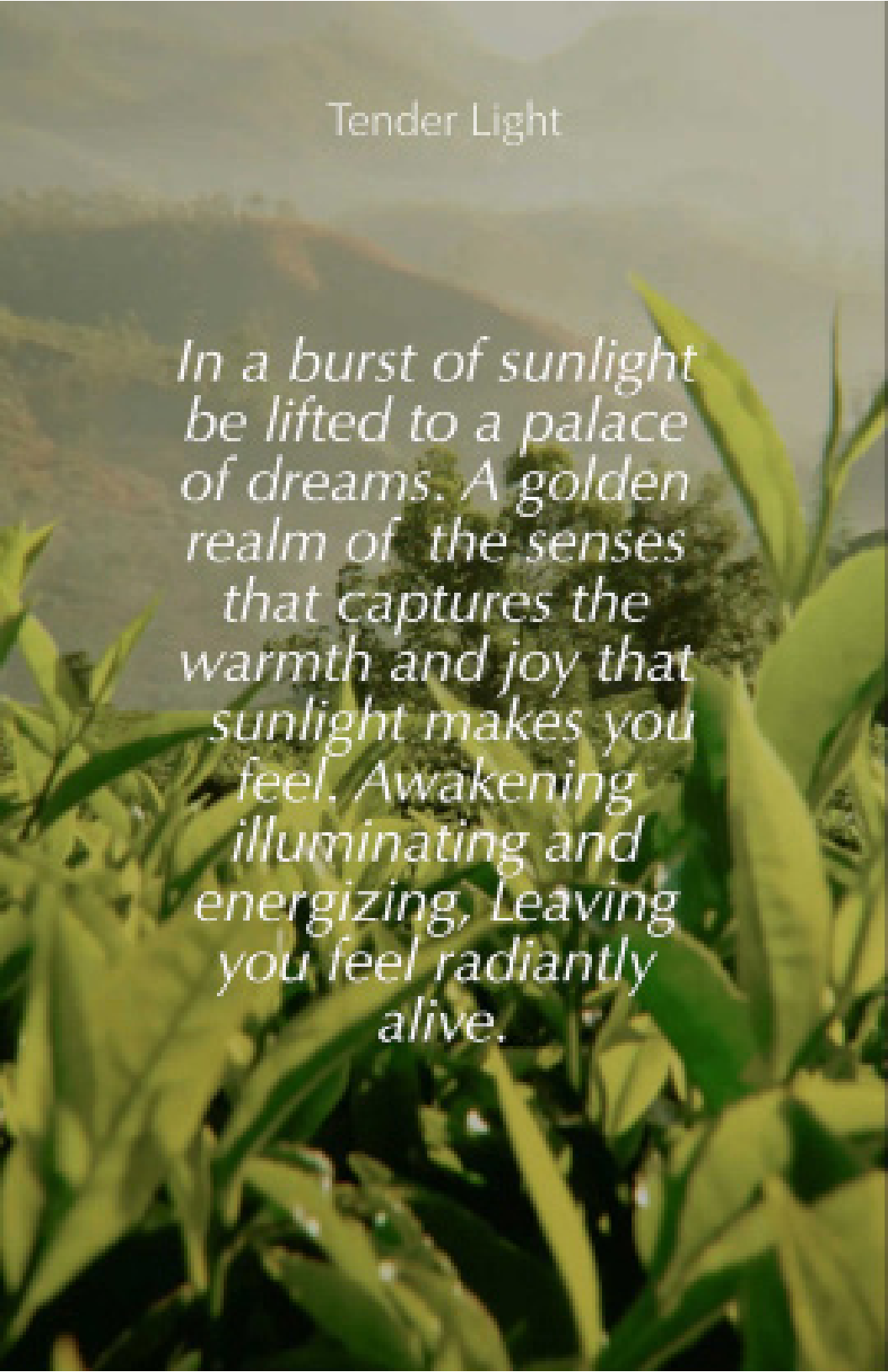
THE BOTTLE

Like a miniature work of art to sit on your vanity, these exquisite bottles combine the best of our heritage and luxury in a single bottle. Estée always knew luxury was in the details—discover some of the small cues that make this bottle special:

- **The luxurious, heavyweight glass** bottle features elegant details like the rope along the collar and magnetic cap
- **The fluting** on the glass is an homage to vintage Estée Lauder packaging
- **The plaque** on each bottle features a unique symbol inspired by the hero ingredient and story
- **The exclusive "EL" monogram** is inspired by an original Estée Lauder logo—it represents the first change to the cartouche in over two decades

	TENDER LIGHT	SENSUOUS STARS	DREAM DUSK	RADIANT MIRAGE
FRAGRANCE FAMILY	FRESH	FRUITY	FLORALS	FLORALS
FRAGRANCE FAMILY DESCRIPTOR	CITRUS GREEN	FRUITY CHYPRE	FLORAL MARINE	WHITE FLORAL WOODY
THREE KEY INGREDIENTS	CHINESE TEA ACCORD BERGAMOT FLORENTINE IRIS	CHINESE PLUM LAVENDER ORRIS	CHERRY BLOSSOM BLACKCURRANT BUDS GERANIUM	JASMINE SAMBAC SANDALWOOD PATCHOULI
INSPIRED BY ...	THE WARMTH AND JOY OF SUNLIGHT.	THE PEACEFUL FEELING OF A MOONLIT WALK.	THE MAGIC OF A SECRET GARDEN AT DUSK.	THE OPTIMISM YOU FEEL WHEN SETTING OUT ON A NEW ADVENTURE.
MAKES YOU FEEL...	JOYFUL & POSITIVITY	CALM & HAPPY	UPLIFTING & CHEERFUL	OPTIMISTIC & POSITIVE

DESERT EDEN	BLUSHING SANDS	PARADISE MOON	INFINITE SKY
WARM WOODS	WARM WOODS	RICH SPICES & LEATHER	RICH SPICES & LEATHER
WOODY FLORAL	WOODY VETIVER	LEATHER FLORAL	AMBER SPICY
SANDALWOOD TURKISH ROSE OLIBANUM	VETIVER HAITI PINK PEPPER MUSK ACCORD	OSMANTHUS CISTUS OIL LEATHER ACCORD	SICHUAN PEPPER MADAGASCAR VANILLA LEATHERWOOD
THE DESERT AT DAWN.	THE MAGNIFICENCE OF A ROSE-TINTED BEACH.	AN ENCHANTED MOONLIT FOREST.	THE BRILLIANCE OF THE SKY AT SUNSET.
CONFIDENT & ENERGIZED	RELAXED & SENSUAL	HAPPY & CONFIDENT	CONFIDENT & SENSUAL


Tender Light
In a burst of sunlight be lifted to a palace of dreams. A golden realm of the senses that captures the warmth and joy that sunlight makes you feel. Awakening illuminating and energizing, Leaving you feel radiantly alive.

TENDER LIGHT

Fresh

FRAGRANCE TYPE:
Citrus Green

KEY NOTES & INGREDIENTS:
Chinese Tea Accord
Bergamot
Florentine Iris

INSPIRED BY:
The warmth and joy of sunlight

MAKES YOU FEEL:
Joyful & Positivity

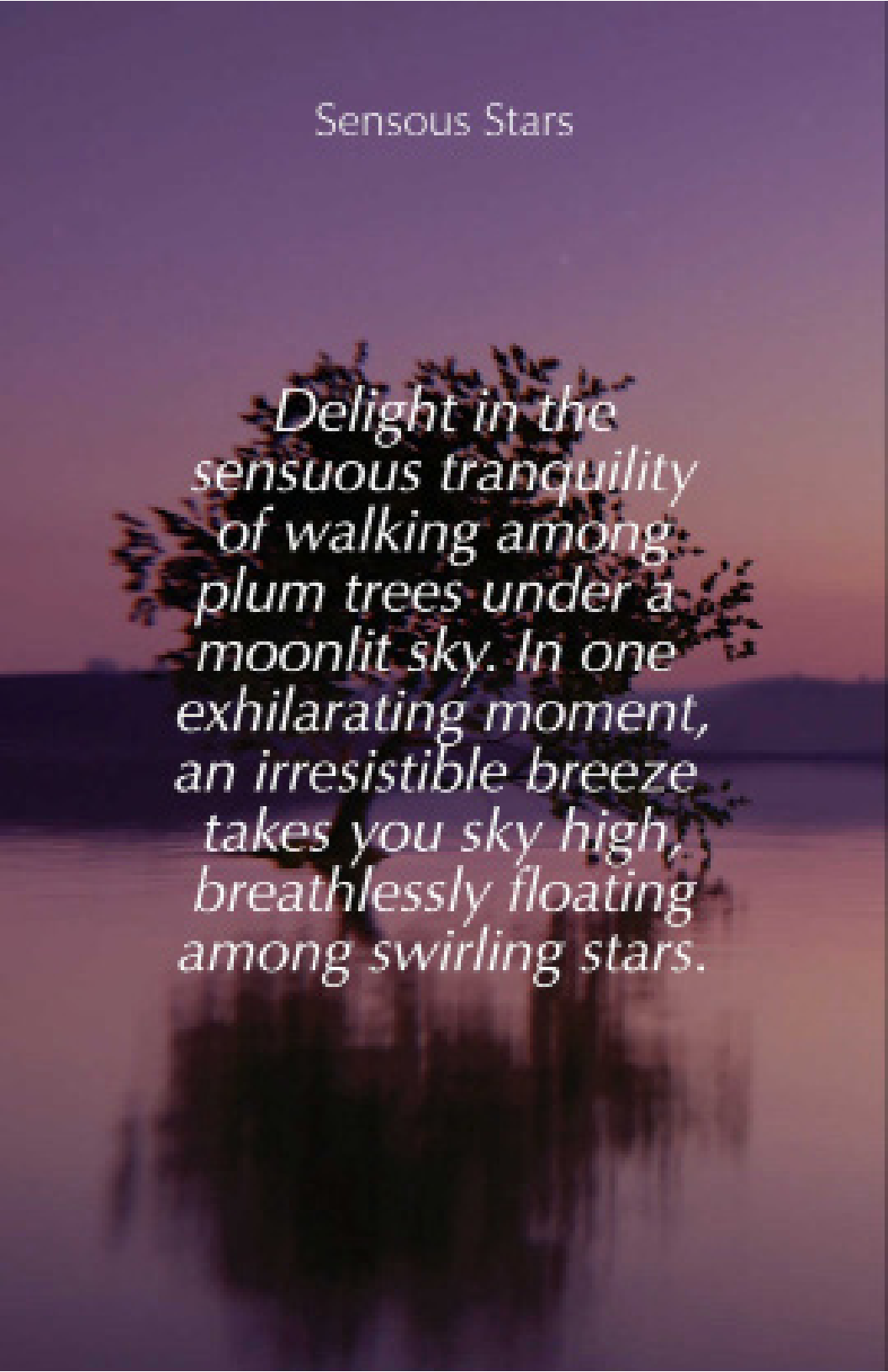
OTHER NOTES & INGREDIENTS:
Bitter Orange, Neroli, Jasmine
Sambac, Amber, Patchouli

WORDS TO DESCRIBE:

- Energizing
- Awakening
- Citrus
- Radiant
- Green

RELATED FRAGRANCES:

- Thé Cachemire by Maison Christian Dior
- Sun Song by Louis Vuitton
- Clementine California by Atelier Colognes


Sensous Stars
Delight in the sensuous tranquility of walking among plum trees under a moonlit sky. In one exhilarating moment, an irresistible breeze takes you sky high, breathlessly floating among swirling stars.

SENSUOUS STARS

Fruity

FRAGRANCE TYPE:
Fruity Chypre

KEY NOTES & INGREDIENTS:
Chinese Plum
Lavender
Orris

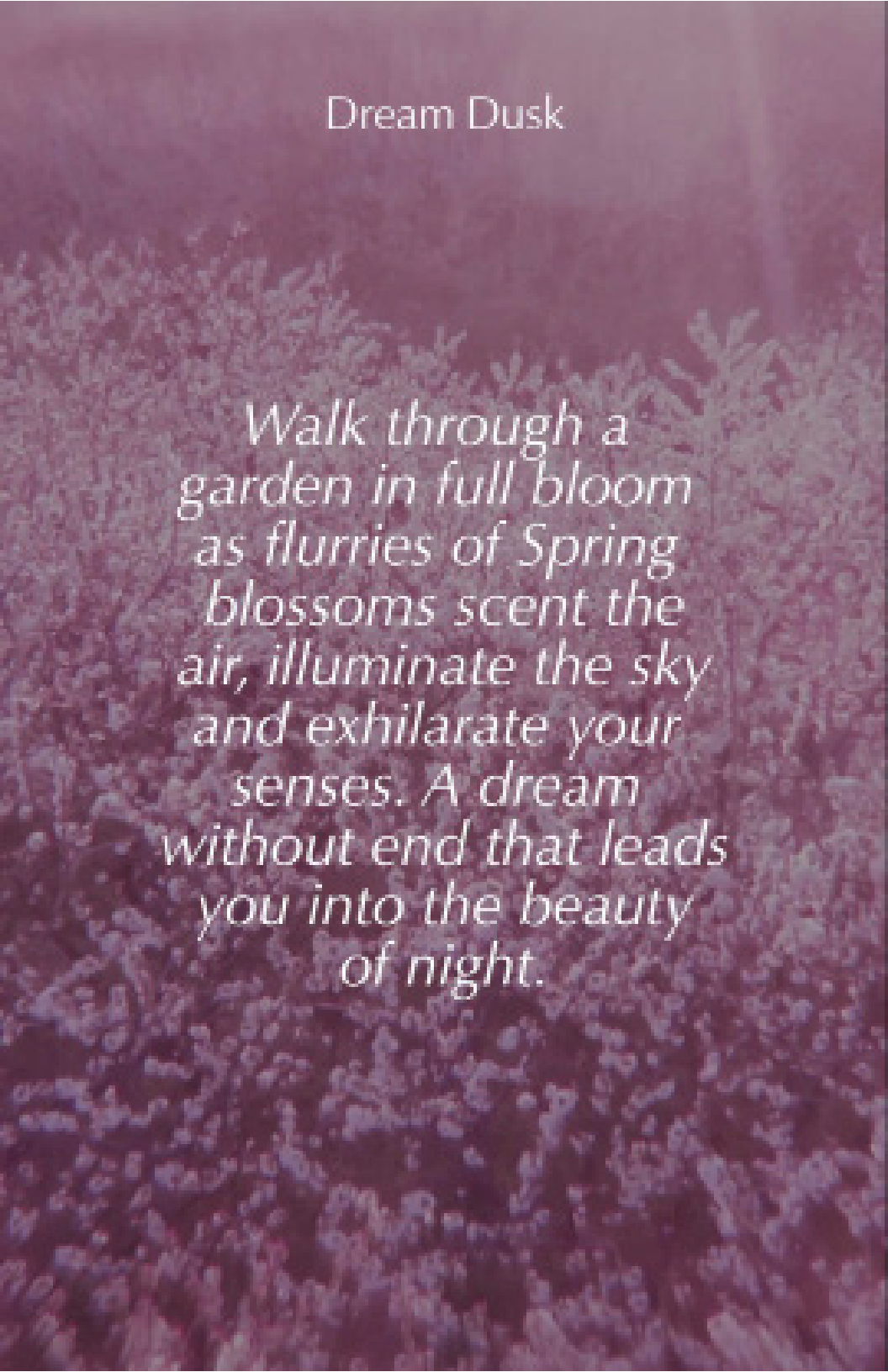
INSPIRED BY:
The peaceful feeling of a moonlit walk

MAKES YOU FEEL:
Calm & Happy

OTHER NOTES & INGREDIENTS:
Bergamot, Rose, Jasmine Sambac, Patchouli, Amber

WORDS TO DESCRIBE:
- Fruity
- Chypre
- Colorful
- Sensual

RELATED FRAGRANCES:
- Pulp by Byredo
- Rouge Trafalgar by Maison Dior
- La Pausa by Chanel


Dream Dusk
Walk through a garden in full bloom as flurries of Spring blossoms scent the air, illuminate the sky and exhilarate your senses. A dream without end that leads you into the beauty of night.

DREAM DUSK

Floral

FRAGRANCE TYPE:
Floral Marine

KEY NOTES & INGREDIENTS:
Cherry Blossom
Blackcurrant Buds
Geranium

INSPIRED BY:
The magic of a secret garden at dusk

MAKES YOU FEEL:
Uplifted & Cheerful

OTHER NOTES & INGREDIENTS:
Bergamot, Pink Pepper, Honeysuckle, Patchouli

WORDS TO DESCRIBE:

- Uplifting
- Cheerful
- Fresh
- Floral
- Luminous

RELATED FRAGRANCES:

- Pivoine Suzhou by Armani Prive
- Attrape Coeur by Louis Vuitton
- Rose Kabuki by Maison Christian Dior

Radiant Mirage

Envision a timeless road taking you into a new realm of the senses. The more you try to describe it, the more it escapes defifinition. Creating a mirage, ever present, yet always an adventure just beyond reach.

RADIANT MIRAGE

Floral

FRAGRANCE TYPE:
White Floral Woody

KEY INGREDIENTS:
Jasmine Sambac
Sandalwood
Patchouli

INSPIRED BY:
The optimism you feel when setting out on a new adventure

MAKES YOU FEEL:
Optimistic & Positive

OTHER NOTES & INGREDIENTS:
Pink Pepper, Cedarwood, Vetiver, Angelica Seeds, Musk, Akigalawood

WORDS TO DESCRIBE:

- Relaxing
- Woody
- Floral
- Contrasted (woods vs. flowers)

RELATED FRAGRANCES:

- Les Exclusifs Sycomore by Chanel
- Do Son by Diptyque
- Rouge Malachite by Armani Prive

Desert Eden

Imagine the breathtaking moment when the sun´s rays spread over the desert sand at dawn. Surrounding you in a warm, luminous aura. Taking you on a new adventure for mind,body and soul.

DESERT EDEN

Warm Woods

FRAGRANCE TYPE:
Woody Floral

KEY INGREDIENTS:
Sandalwood
Turkish Rose
Olibanum (incense)

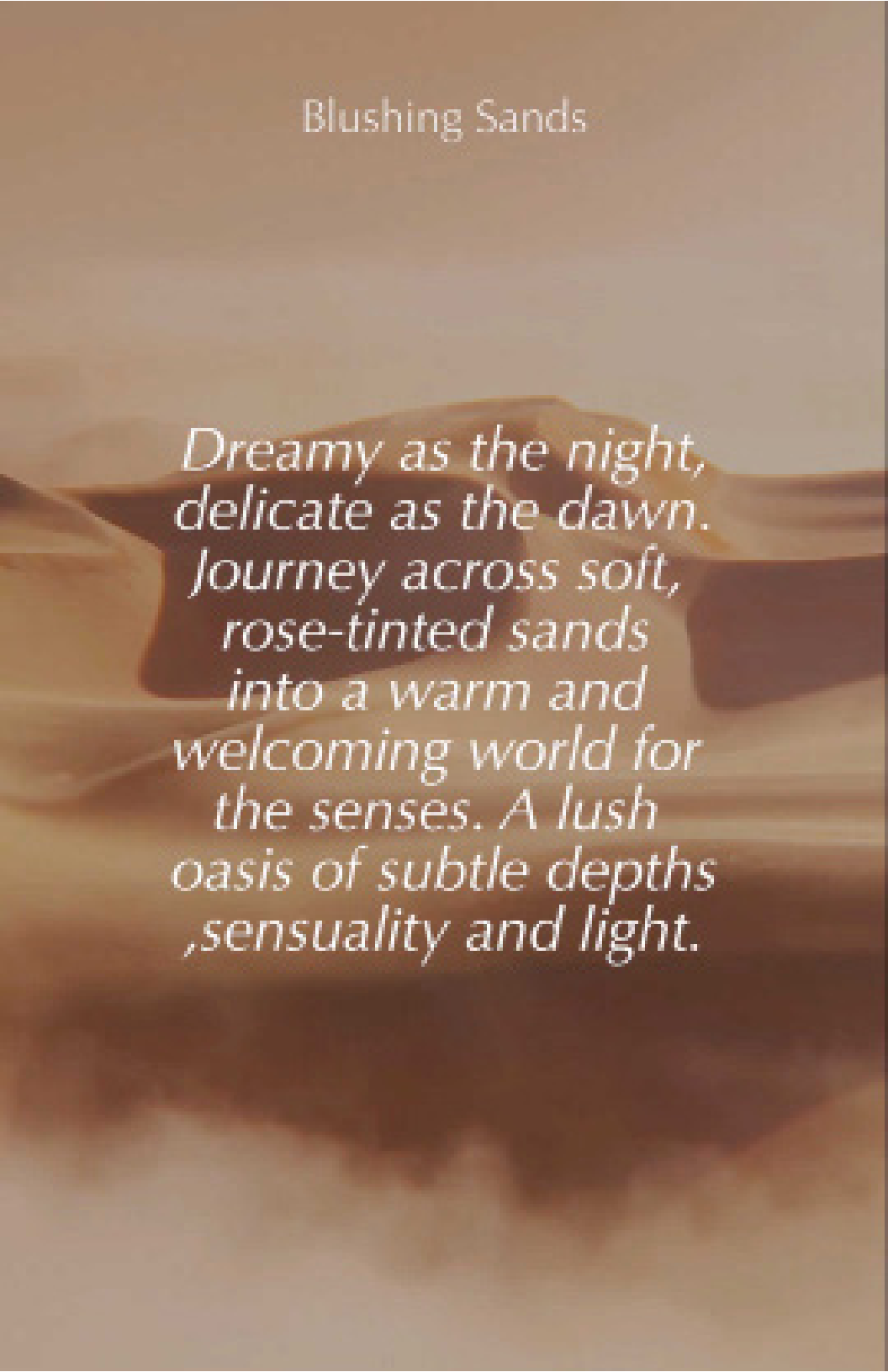
INSPIRED BY:
The desert at dawn

MAKES YOU FEEL:
Confident & Energized

OTHER NOTES & INGREDIENTS:
Sichuan Pepper, Cardamom, Grapefruit Oil, Jasmine, Chinese Tiger Lily, Hinoki Wood

WORDS TO DESCRIBE:
- Sensual
- Rich woods
- Rich florals
- Incense

RELATED FRAGRANCES:
- Santal Carmin by Atelier Cologne
- Bois D'Encens by Armani Prive
- Oud Ispahan by Maison Dior


Blushing Sands
Dreamy as the night, delicate as the dawn. Journey across soft, rose-tinted sands into a warm and welcoming world for the senses. A lush oasis of subtle depths ,sensuality and light.

BLUSHING SANDS

Warm Woods

FRAGRANCE TYPE:
Woody Vetiver

KEY NOTES & INGREDIENTS:
Vetiver Haiti
Pink Pepper
Musk Accord

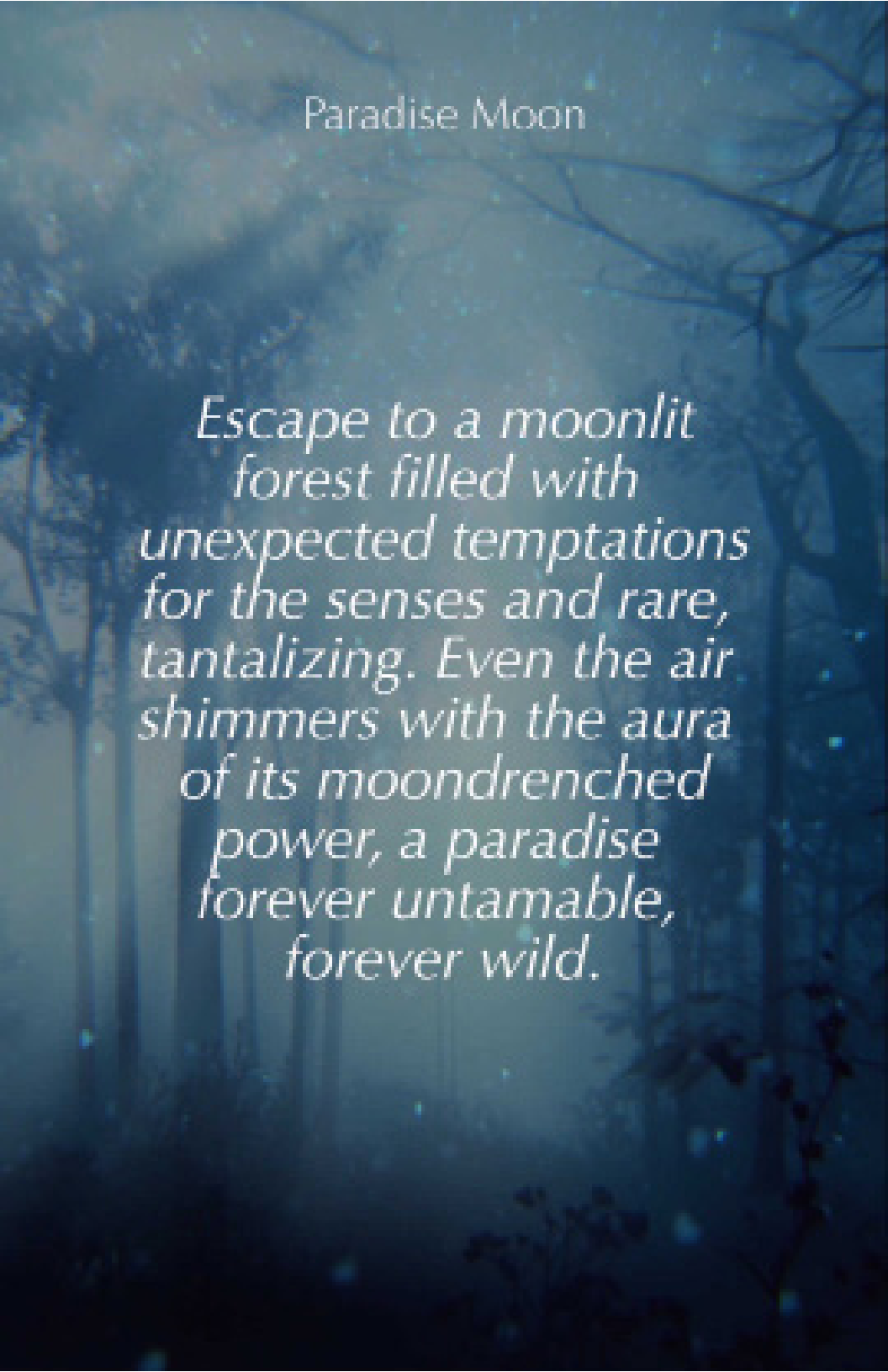
INSPIRED BY:
The magnificence of a rose-tinted beach

MAKES YOU FEEL:
Relaxed & Sensual

OTHER NOTES & INGREDIENTS:
Mandarin, Ginger, Cedarwood, Olibanum, Crystallized Moss

WORDS TO DESCRIBE:
- Musky
- Bright woods
- Fresh spices

RELATED FRAGRANCES:
- Vetyverio by Diptyque
- Vetiver Tonka by Hermes
- Haute Parfumerie Parade by Celine


Paradise Moon
Escape to a moonlit forest filled with unexpected temptations for the senses and rare, tantalizing. Even the air shimmers with the aura of its moondrenched power, a paradise forever untamable, forever wild.

PARADISE MOON

Rich Spices & Leather

FRAGRANCE TYPE:
Leather Floral

KEY NOTES & INGREDIENTS:
Osmanthus
Cistus Oil
Leather Accord

INSPIRED BY:
An enchanted moonlit forest

MAKES YOU FEEL:
Happy & Confident

OTHER NOTES & INGREDIENTS:
Tolu Balsam, Ambery notes, Patchouli, Poplar buds

WORDS TO DESCRIBE:
- Leathery
- Warm
- Lush florals

RELATED FRAGRANCES:
- Osmanthe Yunnan by Hermes
- Love Osmanthus by Atelier Cologne

Rise up into a vast, brilliant sunset sky, turning the world below to amber and gold. Filling your senses with waves of pure happiness and your spirit with hope. When you return to earth you know that you can do anything now. The power is yours.

INFINTE SKY

Rich Spices & Leather

FRAGRANCE TYPE:
Amber Spicy

KEY NOTES & INGREDIENTS:
Sichuan Pepper
Madagascar Vanilla
Leatherwood

INSPIRED BY:
The brilliance of the sky at sunset

MAKES YOU FEEL:
Confident & Sensual

OTHER NOTES & INGREDIENTS:
Bergamot Oil, Mandarin Oil, Iris, Orange Flower, Vetiver Haiti

WORDS TO DESCRIBE:

- Warm spices
- Addictive
- Gourmand
- Spicy
- Ambery
- Vanilla

RELATED FRAGRANCES:

- Ambre Nuit by Maison Christian Dior
- Eau Duelle by Diptyque
- Black Tie by Celine

3

The LUXURY FRAGRANCE EXPERIENCE

Estée always knew luxury was in the details—discover the elevated conversation and rituals around our Luxury Fragrance Collection to create a memorable experience for every customer.

LUXURY FRAGRANCE CONVERSATION STARTERS

TRANSITION FROM THE

SKINCARE CUSTOMER:

"Our founder, Estée, believed in the power of skincare—but she also believed in the power of fragrance! I'd love to show you our new Luxury Fragrance Collection."

TRANSITION FROM THE

MAKEUP CUSTOMER:

"Our founder, Estée, believed 3 minutes is all beauty should ever take—she also believed no look is complete without a signature scent! Let me show you our New Luxury Fragrance Collection."

TRANSITION FROM THE

RE-NUTRIV CUSTOMER:

"Our founder, Estée, knew that everyone deserved a little luxury in life–I'd love to show you our new luxury fragrance collection, inspired by Estée."

TRANSITION FROM THE

ADVANCED NIGHT REPAIR CUSTOMER:

"Our founder, Estée, revolutionized the beauty industry with the first night serum AND a series of groundbreaking fragrances over the years. I'd love to show you our newest luxury fragrance collection, inspired by Estée."

TRANSITION FROM THE

BROWSING CUSTOMER:

"Since you're browsing our new Luxury Fragrance Collection—I'd love to tell you a little bit about it. The fragrances in this collection wear for 12 hours, have proven emotional benefits, and take you on a journey of the senses. Come discover your new signature scent with our immersive experience."

The LUXURY FRAGRANCE CONVERSATION *at a glance*

1
SHARE HERITAGE & AUTHORITY
2
COLLECTION INTRODUCTION
3
ASK HOW THEY WOULD LIKE TO SHOP
IF SCENT…
"What types of fragrances do you typically enjoy wearing—fresh, fruity, floral, warm woods or rich spices and leather?"
IF MOOD…
Immersive QR code experience
4
BLOTTER RITUAL
5
ASK THEIR OPINION
6
APPLICATION RITUAL
7
SHARE FRAGRANCE TIPS
8
CLOSING THE SALE

The LUXURY FRAGRANCE CONVERSATION

1 HERITAGE & AUTHORITY

Our founder, Estée Lauder, revolutionized the fragrance industry—she was the first to encourage women to buy fragrances for themselves with the launch of Youth Dew in 1953, and many of her groundbreaking scents are still bestsellers today.

2 COLLECTION INTRODUCTION

"This is Estée Lauder's new luxury fragrance collection—8 unique scents from 8 world-renowned perfumers. These creations range from fresh to floral to rich. These fragrances are like miniature pieces of art, crafted with unique ingredients. Each fragrance lasts for 12 hours and each bottle has its own unique color, symbol that ties to the key ingredient, and a mood-boosting benefit."

3 ASK HOW THEY WOULD LIKE TO SHOP

Before we begin, let me ask you how you would like to shop – by scent or by mood?

IF SCENT...

ASK: *"What types of fragrances do you typically enjoy wearing—fresh, fruity, floral, warm woods or rich spices and leather?"*

TIP!
If there is more than 1 fragrance available for the category selected, choose one and introduce it as a starting point.

IF MOOD...

Invite them to experience our immersive journey using QR Code or iPad.

4 BLOTTER RITUAL

Demonstrate their first fragrance on a blotter using our ritual:

- Spray once, firmly, 6 inches or 15 centimeters away from blotter
- Tease the blotter—hold it as you share fragrance family, descriptor & 3 key ingredients

- Present blotter and pause for the first 5 seconds as they experience it
- Share story, emotion, juice color & symbol

5 ASK THEIR OPINION

What do you think of it?

If they don't love it, ask specific questions—
for example, for Tender Light:
"Tell me what you're not drawn to in this fragrance—is it too light? Too fresh?"

Based on their response, move up or down the tester unit
& repeat blotter ritual with 2nd fragrance.

6 APPLICATION RITUAL

Once the winning fragrance has been selected, offer to spray on the skin—

These scents are really unique because each person wears and experiences them differently on their skin. I'd love for you to try this one on your pulse point.

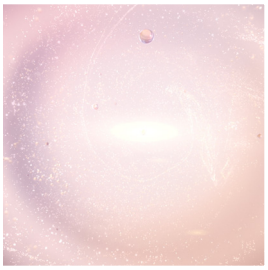
- **Hand customer the bottle & invite them to apply it themselves**, sharing the bottle details as they hold it—fluting, rope & magnetic cap

- **Pause for the first 5 seconds as they experience it**, then ask their opinion again

7 SHARE FRAGRANCE TIPS

Share application tips throughout the experience, or whenever it feels most natural in your conversation—

- For the fullest expression, spray the fragrance 30 minutes before you go out
- Spray it in front of you to create a "scent cloud" and walk through it
- Spray it on key pulse points–wrist, behind the ears or behind the knees



8 CLOSING RITUAL

WRAP-UP STEPS

Use any of these steps to help you seamlessly move towards the close of the sale in a natural, authentic way—

- **Share Perfumer Authority—**
  Infinite Sky is really special because it was created by a Master Perfumer named Dominique Ropion. He's created some of the most famous contemporary fragrances in the industry.

- **Help them envision occasions they'll wear it—**
  This is a power fragrance. I can't wait for people to ask you what you're wearing. It's the perfect boost of confidence for a special occasion or a date night!

- **Share what other customers love about it—**
  My customers love Infinite Sky because it's such a warm and confident fragrance, and they always get compliments when wearing it!

CLOSING THE SALE

Would you like to take this fragrance home with you today, or would you like to try our discovery set so you can experience the entire collection?

- **If purchasing, offer 2 samples—**

  Sample 1: A "travel size" of the purchased fragrance

  Sample 2: An adjacent fragrance as another option to try

- Wrap fragrance with the gift wrapping options available at your counter

4

The LUXURY FRAGRANCE RESOURCES

Discover commonly used terms and ingredients in fragrance, the notable work of our 8 world-renowned perfumers, and answers to frequently asked questions about this collection.

LUXURY FRAGRANCE GLOSSARY

Discover the most common fragrance terms and ingredients here.

BERGAMOT
Pressed from the peel of the fruit of a Bergamot tree, this oil is used in Citrus fragrances.

BLACKCURRANT
From the bud of the blackcurrant plant, this is a spicy-fruity-woody note.

CHERRY BLOSSOM
A floral note that expresses light, fresh blooms.

CISTUS OIL
Often found in Amber Spicy fragrance or Chypres, Cistus oil is distilled from the rock rose plant native to the Mediterranean region. It's woody and herbaceous.

FRAGRANCE FAMILY
The classification of fragrances based on their common ingredients, notes and olfactive characteristics. Think Fresh or Floral.

FRAGRANCE FAMILY DESCRIPTOR
A description of a fragrance that falls within a certain fragrance family. This descriptor will capture the nuances or variation of the fragrance within a family.

FLORAL
This fragrance family includes fragrances that dominantly feature flowers. They can either feature a single flower or a bouquet of harmonious flower scents.

FRESH
This fragrance family includes fragrances with fresh, green notes. They are traditionally clean, light and bright.

FRUITY
This fragrance family includes fragrances with bright, non-citrus fruits. They are traditionally sweet, playful and bright.

IRIS
When used for the root, iris is earthy, woody and powdery. When used for the petals, iris is a powdery floral.

JASMINE
Found in many fine, luxury perfumes, Jasmine is a sweet, opulent floral scent. It can sometimes skew fresher and greener. It takes 240,000 handpicked jasmine flowers to yield one ounce of essential oil.

LAVENDER
An aromatic clean floral note, with green and spicy elements.

MASTER PERFUMER
Considered to be the best in the world in the art of perfumery, this type of perfumer is very rare. They have demonstrated consistent and outstanding levels of creativity and craftsmanship in the art of perfumery, and have created some of the most memorable, iconic scents in the world.

MUSK
Warm, soft, powdery and round tones. Today, most musks come from molecules derived in a lab.

NEROLI
Distilled from freshly picked flowers of the Bitter Orange Tree. The scent is aromatic and fresh.

NOTES
A single smell or ingredient within a fragrance (think rose or orange blossom). Notes can also be referred to as ingredients. Traditionally, notes are organized into: Top, Middle and Base notes.

OLFACTIVE
A French word meaning, of or relating to the sense of smell. We place fragrances in olfactive groups or families based on their dominant scent characteristics.

OLIBANUM
Also known as frankincense or incense, this scent is an aromatic gum resin from African and Asian trees.

ORANGE FLOWER
Extracted from the flower of the Bitter Orange Tree, this note creates a heady and deeply intoxicating floral aroma.

ORRIS ROOT
Found most often within the floral family, Orris is from the root of the Iris flower. This is considered one of the rarest ingredients and smells powdery, woody and has floral facets.

OSMANTHUS
The flower of an Osmanthus tree, this note smells like the nectar of an apricot. Its soft and sensuous with woody leather nuances.

PATCHOULI
From a mint that grows in Malaysia, Patchouli has a musty, earthy scent. It's the building block for the Chypre fragrance family.

PERFUMER
A highly trained individual, often referred to as a "nose," due to their fine-tuned sense of smell and skill in the art of creating fragrance compositions.

PINK PEPPER
Produced from the bright pink fruit of an evergreen tree, this note adds a bright spiciness to floral, woody and citrus notes.

RICH SPICES & LEATHER
This fragrance family is distinguished by its warm, sensual notes like spices, vanilla, musk and amber, often contrasted with leather to create a smoky, skin-like scent.

ROSE
Considered the queen of fragrances, rose is one of the most valuable notes in fine perfume. There are over 150 different types including Bulgarian, Turkish and Rose de Grasse.

SANDALWOOD
Sandalwood has long been considered a sacred ingredient. It's woody, milky and soft with green elements.

VETIVER
An essential oil that comes from the Vetiver plant. It's woody and earthy.

VANILLA
Sweet, cozy and comforting. It can be found in both masculine and feminine fragrances.

WARM WOODS
This fragrance family features fragrances with distinctive opulent notes from woods materials like trees, resin, moss or bark. They traditionally have earthy, rich and warm characteristics.

MEET *the* PERFUMERS

SHYAMALA MAISONDIEU

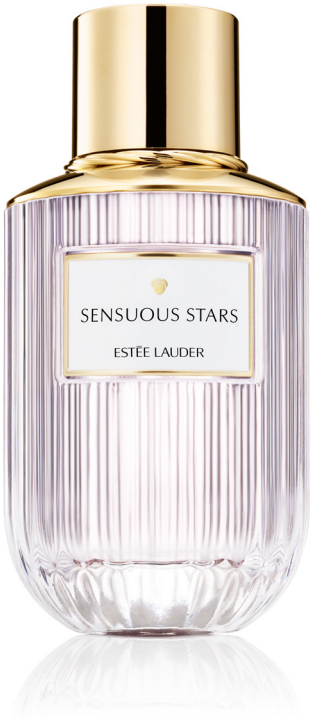
Creator of Tender Light
"I like the unexpected combination of polar opposite things."

Fragrance House: Givaudan

Notable Creations:

- F'ing Fabulous by Tom Ford Beauty
- Idole by Lancôme
- Blu Mediterraneo Bergamotto di Calabria by ACQUA DI PARMA

MEET *the* PERFUMERS



AMANDINE CLERC MARIE

Creator of Sensuous Stars
"It's important for me to see the world, so that I can interpret everything I witness into my creations."

Fragrance House: Firmenich

Notable Creations:

- La Nuit Tresor by Lancôme
- Aura by Thierry Mugler
- Illusione by Bottega Veneta
- Voce Viva by Valentino

MEET *the* PERFUMERS

JEAN-MARC CHAILLAN

Creator of Dream Dusk
"My sole ambition is to ensure that perfume continues to exist..."

Fragrance House: IFF

Notable Creations:

- Pure White Linen by Estée Lauder
- Tom Ford for Men by Tom Ford Beauty
- Burberry London 'For Women' by Burberry
- Bitter Peach by Tom Ford Beauty

MEET *the* PERFUMERS

QUENTIN BISCH

Creator of Radiant Mirage
"It is thrilling to create beauty, sensuality, and excitement out of the invisible."

Fragrance House: Givaudan

Notable Creations:

- Bad Boy by Carolina Herrera
- Nomade by Chloe
- La Beau, La Belle by Jean Paul Gaultier

MEET *the* PERFUMERS

ANNE FLIPO

Master Perfumer
Creator of Desert Eden
"My greatest ambition: passing on my knowledge."

Fragrance House: IFF

Notable Creations:

- Beautiful Magnolia by Estée Lauder
- La Vie Est Belle by Lancôme
- Libre by Yves Saint Laurent

MEET *the* PERFUMERS

CLEMENT GAVARRY

Creator of Blushing Sands
"Each day is a new adventure. Creativity, Passion, Freedom. Carpe diem (seize the day)!"

Fragrance House: Firmenich

Notable Creations:

- Intenso by Dolce & Gabbana
- Just Cavalli for Him by Roberto Cavalli

MEET *the* PERFUMERS

RODRIGO FLORES-ROUX

Creator of Paradise Moon
"My love for flowers and for my native country, Mexico, gives me an infinite source of inspiration."

Fragrance House: Givaudan

Notable Creations:

- Happy by Clinique
- Black Cashmere by Donna Karan
- Velvet Collection by Dolce & Gabbana

MEET *the* PERFUMERS

DOMINIQUE ROPION

Master Perfumer
Creator of Infinite Sky
"Perfume makes people desirable, it's a fabulous power."

Fragrance House: IFF

Notable Creations:

- Flowerbomb by Viktor & Rolf
- Portrait of a Lady by Frederique Malle
- La Vie Est Belle by Lancôme

FREQUENTLY ASKED QUESTIONS

What makes this collection unique & different?

- 8 luxury fragrances crafted by 8 world-renowned perfumers
- Crafted with exquisite, high-quality & ultra-luxurious notes and ingredients with emotional benefits
- Features a range of fragrance families from Fresh to Florals to Rich Spices
- An industry first—clinically tested to be long-lasting with exclusive ScentCapture Fragrance Extender™, which promotes fragrance longevity in wear for up to 12 hours.*
- Heritage-inspired bottle with unique symbol, fluting, rope detail, magnetic cap and exclusive heritage-inspired monogram

Are these fragrances Eau de Parfums or Parfums?

All fragrances in the Luxury Collection are Eau de Parfums.

Can these fragrances be layered?

Each fragrance is a beautifully crafted creation designed to be worn alone or layered with other fragrances within the collection to create your own, unique signature.

What makes these fragrances worth the price, and how are they different from our bestselling fragrances like Beautiful, Beautiful Belle & Bronze Goddess?

All of our fragrances are of the highest quality and created with the most exquisite ingredients. With the launch of our new luxury fragrance collection, we've taken this mission to new heights—allowing each perfumer the freedom to craft a unique fragrance creation unlike any other. These creations feature the latest innovation in cutting-edge scent science—powerful aroma molecules blended with rare and exquisite naturals, each delivering an exquisite and distinctive signature.

[US/EMEA] *Clinical testing by 15 expert panelists
[China] *Sensory panel of 15 U.S. 3rd party fragrance experts, after using product once. Effect varies by individual.

NOTES

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DREAM DUSK
ESTÉE LAUDER
PARADISE MOON
ESTÉE LAUDER
BLUSHING SAN
ESTÉE LAUDER
INFINITE SKY
ESTÉE LAUDER
RADIANT MIRAGE
ESTÉE LAUDER
SENSUOUS STARS
ESTÉE LAUDER
TENDER LIGHT
ESTÉE LAUDER