

Press Release

Launch: Parfums Grès Collection – Hommage à Greta Garbo

„Hommage à Greta Garbo“. Parfums Grès now presents the second Parfums Grès Collection. Created for the women of today who love elegance, luxury and the fascination of days gone by.

A SCENTED TRIBUTE: GRETA GARBO

After the successful launch of the Marlene Dietrich Fragrance Collection, Parfums Grès, known for its modern interpretation of the traditional French art of fragrance, now dedicates a product line to another goddess on the Film Olympus: Greta Garbo. She, too, was one of the famous clients of the fashion designer Alix Grès.

Greta Garbo was the absolute superstar in the Thirties of the Twentieth Century. The Swedish actress became famous through her roles as strong, determined women such as Anna Karenina, Queen Christina or the Polish Countess Maria Walewska. She succeeded in playing these characters in a subtle, demure way, manifesting deep emotions in close-ups simply through the expression of her eyes. The artistry of her acting was unique. As of 1928, she became known simply as „the Garbo“ and was a box office magnet.

With her classic beauty, her noble aura and an occasional playful wink of the eye, she fascinated both men and women. The fact that she loved being alone and hated the media frenzy enhanced her appeal to the public. In the course of her 19-year film career in which she made 27 films, she gave only 14 interviews. She was referred to as „the Goddess“ or the „Swedish Sphinx“. In contrast to other Hollywood stars she never gave an autograph, never attended the premieres of her films and never answered fan mail. In spite of this, she had a powerful effect on her times and the fashion of her day. The way she wore her make-up, styled her hair and dressed greatly influenced the trends of the Thirties.

Today she still has a highly inspirational influence: In homage to Greta Garbo, the perfume house Grès commissioned the creation of three fragrances. In the end, it was two young, highly talented perfumers, Marie Salamagne (Firmenich) and Amandine Marie (Robertet), both born in 1977, who successfully composed the new fragrances that now form an extension to the Collection. Three individual fragrances were created that capture the mysterious aura Greta Garbo had in her times and which arouse desire today.

These three perfumes are fascinating in their subtlety: **Mythos**, **Sphinx** and **Goddess**. They are perfumes that enfold any woman in a delicate, elegant aura of fragrance without becoming obtrusive.

Three Fragrances with subtle Elegance

Mythos - Hommage à Greta Garbo is a floral fruity perfume that interprets elegance in a new and youthful way, for fruity notes are especially popular with younger women. The head note tantalizes with the scents of apples, oranges, black currants and pineapple. The classic, elegant floral accents unfold in the heart note - rose, freesia and peony – typical ingredients found in sophisticated French perfumes. Subtle sensuousness permeates the whole fragrance composition through the delicate base note of musk, sandalwood and iris.

Mythos was composed by Amandine Marie who, after her studies at the French ISIPCA (Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique alimentaire), had the good fortune of becoming assistant to the famous perfumer Michel Almairac at Robertet Paris.

Sphinx - Hommage à Greta Garbo is a delicate fresh-floral perfume. The essences of exotic blossoms blend in a refined manner with woody and fruity fragrances. First the delicate scents of litchi, peach and Yuzu (a precious citrus fruit from Asia) captivate the senses. After a few minutes the exhilarating heart note of lotus blossoms, rose petals and white peony unfolds, then merges perfectly with the discreetly disarming base notes of cedar, musk and patchouli.

Goddess - Hommage à Greta Garbo is a floral-oriental perfume, a fragrance that expresses the elegant sensuousness of the great artist.

In **Goddess** the most beautifully eroticizing fragrance essences delicately cast their spell: The head note mesmerises with plum, mandarin orange and cardamom. In the heart note, a voluptuous cocktail of cinnamon, heliotrope and jasmine unfolds. The base note beguiles with sandalwood, moss, vanilla and ambergris, merging wonderfully with the skin.

Sphinx and **Goddess** were composed by Marie Salamagne (Firmenich), who comes from a family of doctors and studied child psychology before she decided to extend her studies at the renowned institute of perfumery, ISIPCA in Versailles.

Expansion of the successful Parfums Grès Collection

In order to maintain a harmonious overall image of the Parfums Grès Collection, the new Garbo fragrances are packaged like the Marlene Dietrich perfumes: In elegantly purist flacons of heavy glass that come in white folding boxes embossed in silver. The caps of the flacons are embellished with a silver ribbon and a seal. The colour of the seal corresponds to the colour of each fragrance's name: **Mythos** in lilac, **Sphinx** in petroleum green and **Goddess** in yellow.

The bottle and packaging were designed by the Parisian design studio Aesthete.

The three fragrances of the Parfums Grès Collection "Hommage à Greta Garbo" will be offered as Eau de Parfum in 60 ml bottles, each at a price of CHF 89.00 or Euro 59.00. Available as of Spring 2009 at selected perfumeries.



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