

## Press release

Renaissance of two classic names from the house of Grès

***Ambre de Cabochard and Fleur de Cabotine:***  
**The revival of two legendary perfumes**

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Following on from the success of the great classic perfume *Cabochard* and its junior *Cabotine*, Parfums Grès is now launching two fragrances, which in their own way are a fusion of the original and the traditional. *Ambre de Cabochard* and *Fleur de Cabotine* are a tribute to Madame Alix Grès, the *Grande Dame* of Parisian *Haute Couture*.

Amber is at the heart of the new **oriental perfume** by *Parfums Grès* called ***Ambre de Cabochard***, placing it within the current trend of rich fragrances. This new and elegant interpretation of the legendary *Cabochard* (1959) is appealing in all respects. Beguiling right from the top notes (a strong combination of berries, fruits and spices), elegant floral compounds unfold in the heart notes, which merge beautifully into sensual scents of amber and wood. This new fragrance was created for elegant, independent and self-confident women who express their exclusive tastes in perfumes with character. The sensuality, warmth and elegance that emanate from *Ambre de Cabochard* have been successfully transferred to the charming design of the bottle. The world famous *Cabochard* bow elegantly takes pride of place at the neck of the square bottle, creating a modern yet timeless effect.

*From spring 2007, Ambre de Cabochard* will be available in 50 and 100 ml bottles of Eau de Toilette Natural Spray in selected stores.

Through its highly romantic notes, ***Fleur de Cabotine*** ties in with the exceptional success story of *Cabotine*, perfume launched in 1990, and is also the perfect expression of floral freshness and untroubled airiness. The seductive **floral fragrance** highlights **femininity** and the natural radiance of young women and those who are young at heart who lead an unfettered lifestyle. The superbly refreshing fragrance breaks through with fruity and vibrant top notes which delicately fade into exotic heart notes with a white lily base. The elegant finish is achieved through the sensual scents of spices. To the eye, *Fleur de Cabotine* captivates through many fresh colours and a bottle which radiates delicate femininity and is artistically crowned with a floral stopper.

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*Ambre de Cabochard and Fleur de Cabotine* are the creation of three men who are all true masters in their fields. **Jean Claude Delville** (New York) and **Jean-Pierre Béthouart** (Paris), successful perfumers at Firmenich, composed both fragrances and the bottle and packaging are signed by the celebrated Parisian designer **Fabrice Legros** and his agency Pi Design.