

## FRAGRANCE FILES

# Signature SCENTS

Paying homage to the brand's storied history, **Louis Vuitton's** much-anticipated new fragrance collection uses exclusive, most-expensive-in-the-world ingredients to redefine luxury—and deter knockoffs

BY NING CHAO

**L**ouis Vuitton revolutionized luggage in the early 1860s by squaring off domed, treasure-chest-style trunks to make them stackable and stamping its creations with an LV monogram. Today, the iconic logo is one of the most pirated on the planet, with illegal imitations spanning the globe from Canal Street in New York City to the Marché aux Puces de Saint-Ouen in Paris. That's why the house took extra care to protect its latest release from knockoffs: Launching this fall, the new fragrance line was concocted in an LVMH perfumery, with bottles labeled in code, using ingredients exclusive to the brand, to be sold only in its boutiques.

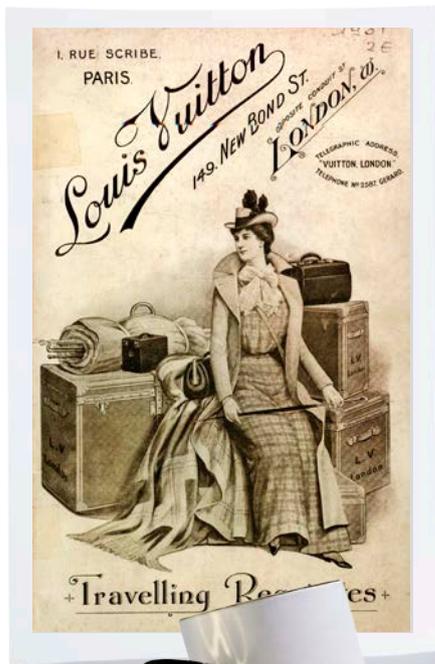
Such steps are similar to those commonly taken by tech companies to protect intellectual-property rights. These specific measures ensure that no other perfumes can smell quite like these, explains Louis Vuitton master perfumer Jacques Cavallier Belletrud. "When I got the call from Louis Vuitton, I immediately thought: *Leather*," says the perfumer, whose first brush with luxury was the house's classic red Epi bag, which he purchased for his mother when he was 17. According to Cavallier Belletrud, Louis Vuitton typically destroys the excess trimmings when crafting its leather goods. But now, he's repurposed the hides using a secret distillation technique to extract the scent, which is featured in several of the perfumes in this collection, including *Dans la Peau* (which aptly translates to "in the skin") and *Mille Feux*, which combines the note with *Osmanthus* flowers and raspberry. Cavallier Belletrud sourced some of the rarest and most expensive ingredients in the world precisely to discourage imposters. For example, *Matière Noire* is made with pure agarwood from Laos. "At €35,000 per kilo, it's about the same price as gold," he says.

Cavallier Belletrud notes that "perfume is like fashion" and that this line is a portable wardrobe of olfactory options. "A woman can choose her scent based on her mood or the moment," he adds. "For a social occasion during the summer, you may choose airy *Rose des Vents*. Or if it's an evening in L.A., you may choose *Mille Feux*. The idea of seven fragrances—one for each day—now that's luxury." **mc**

Louis Vuitton Les Parfums Louis Vuitton, \$240 each. For information on where to buy, see Shopping Directory.



Twiggy in 1967



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