

# **JEAN COUTURIER**

PARIS

Since 1973

## *The rise of a Perfume House*

Jean Couturier joins the small world of Haute Couture in 1945, but his name keeps being associated to the Haute Perfumery .

Jean Couturier worked with Yves Saint Laurent in the 60's and he is one of the founders of **YSL Parfums** . He is at the origin of the Y and Rive Gauche 's launches.

Meanwhile, his wife , Jacqueline "Jacky" Couturier, became a talented perfumer in Grasse, and when she offered him to create a new perfume with her new composition, **CORIANDRE**, he decided to found his own Perfume House in 1972 .



## *The rise of a Nose*

✎ Daughter and grand-daughter of perfumers, Jacqueline Couturier grew up in GRASSE, the perfumery's cradle .

✎ She creates new scents for major brands, by remaining anonymous .



✎ Fascinated by the perfumes, It shows itself one of the rare woman “nose”, and she wants to compose an original and innovative fragrance .

✎ She liven up the values by innovating, and compose CORIANDRE in 1973 .

✎ She perfectly summarizes what CORIANDRE is for her : “ *In CORIANDRE, I wanted to find the olfactive emotions of my youth : the subtle and delicate perfume of my mother, and the captivating scents of the campaign in Grasse* ”.

**CORIANDRE**



**JEAN COUTURIER**  
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## *When a innovation becomes a classic*

✿ Coriandre is first of all a Mediterranean flower . Once distilled , it is one of the components of Jacqueline COUTURIER 's creation, and CORIANDRE becomes a famous name in the perfumery world .

✿ Created in 1973 CORIANDRE, is going to become the forerunner of a new family of fragrances, the CHYPRÉ-FLORAL. An audacious creation which dares the contrast between fresh notes and hot notes .

✿ The essence gently spicy, develop the woody touch of Patchouli, Vetyver and Oak moss and brings out the harmony of Jasmine, of Rose and Ylang-Ylang. The sharpness of this scent made from 119 components constitute a first-class perfume .



**40 years after its birth, CORIANDRE belongs to the timeless great classics .**



**HEAD NOTES**

CORIANDER  
ANGELIC  
ORANGE BLOSSOM  
ALDEHYDE

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**HEART NOTES**

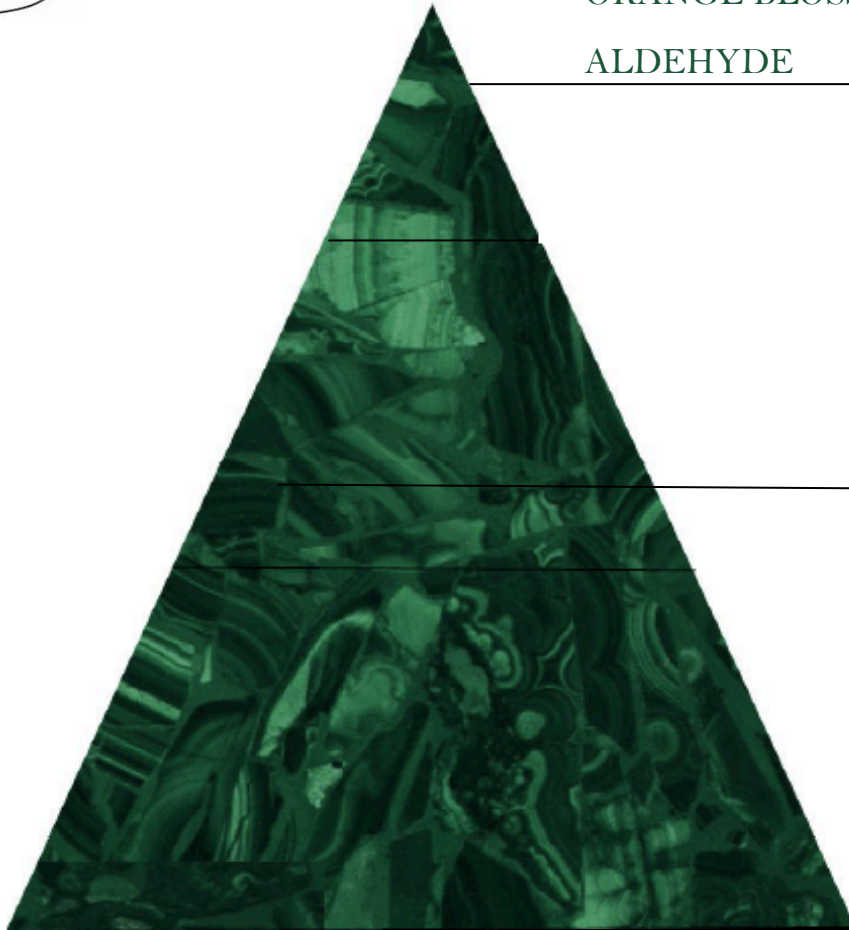
YLANG-YLANG  
LYS  
IRIS  
GERANIUM  
JASMINE  
ROSE

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**BASE NOTES**

SANDALWOOD  
CIVET  
PATCHOULI  
OAKMOSS  
VETYVER  
MUSK

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## *Coriandre – The Range*



EDT 33ml

EDT 50ml

EDT 100ml

PARFUM DE  
TOILETTE 100 ML  
METAL CASE  
& REFILL 100ml

EXTRAIT PARFUM 9 ML

# CORIANDRE

## EAU DE PARFUM

### Concept

A modern but faithful reinterpretation of the original formula.

A younger, fresher fragrance.

The golden frame is replaced by silver

The cap is glossy, more feminine.





# CORIANDRE

## EAU DE PARFUM

**Concentration 12 %**

### The Fragrance

The Coriandre's identity is preserved by sublimating the fresh woody notes by a floral note more powerful .

The Accord Spring Rose / Ylang Ylang is more opened.

The geranium remains sparkling but less heady for an immediate freshness.

Thorough woody notes which give curvature and obstinacy to the trail are always the base of this perfume of character.

Olfactive Family  
Floral Chypre

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*THE NEW FRAGRANCE INSPIRED BY THE MEDITERRANEAN SEA*



**EAU de CORIANDRE**  
JEAN COUTURIER  
PARIS

# EAU DE CORIANDRE

## Fragrance name:

CORIANDRE is a well-known worldwide perfume name and associated to the French Perfume Classics.

CORIANDRE is the first element of recognition of the brand Jean Couturier Paris.

“Eau De Coriandre” is evocating a lighter fragrance, full of freshness.

Inspired by Mediterranean sea, the fragrance reminds the memories of a Romantic Trip in Italy where the sun is lightening spirit and soul .



# EAU DE CORIANDRE



Eau De Coriandre 's design is softened by a pure white frame and details for an eye-catching look that's not overpowering .

Eau de Coriandre 's packaging has very high visibility,

The objective to capitalize the “CORIANDRE” label , to create curiosity to Coriandre’s traditional customers, a variation in the Jean Couturier universe .

And to attract new customers with a Famous name, and a modern fragrance .

A fragrance inspired by the Mediterranean sea , created by IFF .





**JEAN COUTURIER**  
PARIS



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