
PRESS KIT



LE
JARDIN
RETROUVÉ

MAISON DE PARFUMS PARIS

SCENTED STEM DIFFUSERS



HISTORY OF A PERFUME HOUSE

Preface

Le Jardin Retrouvé is a timeless, independent, artisanal, family-owned Maison de Haute Parfumerie.



Perfume

In 1975, Yuri Gutsatz, a renowned master perfumer, rejected the constraints of traditional perfumery to become the first perfumer to found his own niche House, Le Jardin Retrouvé, with the help of his wife Arlette.

In 2016, Clara Feder and Michel Gutsatz boldly relaunched Le Jardin Retrouvé, retaining Yuri's unique formulas as well as their historical ingredients and suppliers. Soon, perfumer Maxence Moutte joined the team to recreate Yuri's perfumes, staying as close as possible to their composition.

In 2018, Maxence created a first candle for Le Jardin Retrouvé: Mousse Mystique.

Today the brand offers 10 fragrances (Cuir de Russie, Tubéreuse Trianon, Citron Boboli, Rose Trocadéro, Sandalwood Sacré, Oriental Sans Souci, Eau des Délices, Verveine d'Été, Jasmin Majorelle, Bois Tabac Virginia) as well as body care products and candles with fragrances derived from the House's iconic perfumes.



Art

Art has been at the heart of Le Jardin Retrouvé's family identity since the beginning of its history more than 45 years ago, since its founder, Yuri Gutsatz, is both a poet and a Master Perfumer. Clara Feder, Yuri's daughter-in-law, is also a renowned artist and author. It is thanks to her that each perfume is embodied by a garden, with its own visual, its own video and its own fragrant story. She also designed the multimedia and multi-sensory olfactory journey in the Experience Store, transforming the purchase of a perfume into an artistic and emotional experience.



Eco-responsability

Since 2016, the brand's eco-responsibility values have been paramount: the bottles are all refillable and unsealed, with the option of buying the perfumes boxed or in up-cycled textile pouches from Arlette Gutsatz's personal collection of fabrics. The candle containers are designed to be reusable. It was only natural for Le Jardin Retrouvé to continue down the garden path that Yuri and Arlette created.

In 2021, Le Jardin Retrouvé reinvented perfume diffusers in accordance with its ethics and know-how.

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The innovation of Le Jardin Retrouvé

Or how to create a virtuous circle when you are a small heritage house?



At Le Jardin Retrouvé, Michel and Clara had a dream: to create an object for the home that combines design, aesthetics, and fragrance without leaving heavy footprints on our global garden.

It turned out to be both a mission and a challenge!



Challenge n°1: Design & Poetry

Rather than glass, Limoges porcelain.

On the outside, a decoration evoking Gingko leaves, which are beneficial to health and have a soft, flowing shape.

On the inside, hand-glazed enamel, coloured to match each fragrance.

Rather than bamboo reeds, an everlasting porous porcelain Scented Stem.

It represents a cut rose stem, with its thorns and buds, alluding to the soothing benefits of the rose.

These elements as well as the Jura beech lid are 100% French and 100% handcrafted.

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The innovation of Le Jardin Retrouvé



Challenge n°2: Fragrances and their Diffusion

Five Fragrances, balancing tradition and modernity.

This collection features the two new creations of the perfumer-creator of the house, Maxence Moutte. Mousse Arashiyama and Osmanthe Liu Yuan have been developed with a contemporary vigour.

The three flagship fragrances of the brand have been revived into this new exciting medium: Tubéreuse Trianon, Rose Trocadéro and Cuir de Russie were created by the founder of the House, Master Perfumer Yuri Gutzatz.

An innovative, alcohol-free perfumed liquid with 92% natural ingredients

It is a liquid with 92% natural ingredients, including a 100% natural solvent from green chemistry, without alcohol. It lasts twice as long as the ethanol used in most diffusers. It is packaged in recycled and recyclable aluminium containers (half the size of the usual alcohol containers, thus reducing the carbon footprint of packaging and transportation).

A diffusion validated by numerous tests

During laboratory tests, the Porous Porcelain Diffuser Stem had a diffusion equal to or better than that of traditional bamboo sticks. Its duration was measured for around three months.



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Challenge n°3: For our Planetary Garden, an eco-designed Diffuser

Endlessly reusable and refillable

The porous porcelain stem does not need to be changed each time (just let it soak in household alcohol between 12 and 48 hours to restore its freshness).

The enamelled porcelain container can be refilled as many times as you like thanks to the recycled and recyclable aluminium flasks. Moreover, it is dishwasher and microwave compatible, which allows it to be reused as desired, as a tea set for example, using the Jura beechwood lid as a saucer.

As for the beautiful cardboard boxes, they have been designed so that everything is removable and it can have a second life as a storage box, in the spirit of sustainability. They are manufactured and printed in France by a company with the FSC and “imprim'vert” labels.

The result:

The Scented Stem Diffusers form a harmonious and surprising whole, which breathes quality and poetic beauty into wherever it is placed in the house. They bring a Garden of Fragrances into your home, while respecting the fragility of the natural world around us.



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More about Fragrances



Mousse Arashiyama

Maxence's use of the special Oak Moss used by Yuri and a magical, serene walk through the gardens of Arashiyama in Kyoto were the major inspirations for this new fragrance.

The desired effect was achieved by contrasting calm, spiritual notes such as incense, cedarwood and sandalwood with greener, vegetal notes such as oakmoss, mastic and a hint of jasmine to give a delicate, unexpected "after rain" feel. A fragrance to accompany meditation.



Osmanthe Liu Yuan

Osmanthus is one of Maxence Moutte's favourite ingredients because it has the rare quality of being naturally fruity. It reminds him of the apricot jams of his childhood in Provence. He has enhanced it by adding velvety notes of peach.

As a counterpoint, he added facets of leather and played with another of Yuri's fragrances, Jasmin Majorelle, to bring even more sophistication and a carefree feeling.

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Rose Trocadero

A floral fragrance with vivid notes of rose petals, blackcurrant buds and white musk. Inspired by nature, it is reminiscent of the fragrant roses of yesteryear, the gardens of our childhood.

An homage by Yuri Gutsatz to the most beautiful French perfumes of the 1920s. A paradise for Rose Lovers, bringing serenity to their homes.



Cuir de Russie

A subtle scent of violet and leather mixed with precious resins, Cuir de Russie is a memento of the Slavic origins of Yuri Gutsatz, founder of Jardin Retrouvé.

With this scent, he wanted to recreate a childhood memory, when his father held him in his arms and he could smell the leather harness of his uniform. A fragrance filled with emotions, a balm for heartbreaks, restoring peace.

Tubéreuse Trianon

Bright with notes of white flowers, raspberry and coconut, this floral fragrance will take you to sunnier latitudes, where tuberose, jasmine and ylang ylang grow to make your heart sing.

A radiant fragrance, known for enhancing creativity and imagination.



£75 - The Box -125ml. Duration of the fragrance: 3 months.

£30- The Refill - 125ml. Duration of the fragrance: 3 months.

Available on the e-shop www.lejardinretrouve.com and at the Experience Store in Paris. Other points of sale:

UK www.ab-presents.co.uk USA www.perfumology.com and www.scentbeauty.com

China WeChat, Red Book and Tmall stores.

5 fragrances available: Rose Trocadéro, Tubéreuse Trianon, Cuir de Russie, Mousse Arashiyama, Osmanthe Liu Yuan.



LE JARDIN RETROUVÉ

MAISON DE PARFUMS PARIS

LE JARDIN RETROUVÉ IN A FEW WORDS

Le JARDIN RETROUVE was born out of Yuri Gutsatz's desire to break free from the codes of traditional perfumery. Founded in 1975 by the visionary Master Perfumer and his wife Arlette, this Maison de Haute Parfumerie was a revolution in its world. It quickly established itself as one of the very first niche perfumery brands, known at the time as "parallel perfumery". At the end of 2016, it was boldly relaunched by Clara Feder and Michel Gutsatz, with a resolutely eco-responsible and digital approach, while keeping Yuri's formulas as closely as possible intact.

In 2021, the brand will celebrate more than 45 years of creations and 5 years of rebirth.

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SEPT 9-13 2021
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