

# Fragonard

PARFUMEUR

# Fragonard

WINTER 2012



*The  
French  
Riviera*

**LA  
PARFUMERIE  
FRAGONARD**  
A FAMILY HISTORY



# The Green



# *la Riviera*

Right - Photograph of H el ene and Jean-Fran ois Costa on their wedding day, in the entrance of the Fragonard Museum.

# Essences of the

Successively launched over eight decades, the fragrances developed by Parfumerie Fragonard are all exclusive creations, and they form a unique and varied range. The titles of Jean-Honor  Fragonard's paintings inspired the names of the perfumery's first fragrances. **Moment Vol ** was launched in 1929. In the 1930s and 40s the craze was for Oriental and more sensual perfumes, and this led to the creation of **R ve Indien**. It was followed by Belle Nuit, in 1946, in a magnificent gilt bottle, and then Billet Doux in 1950. These last two feminine compositions, full of character and gentle quality, have now been re-issued.

In 1980 **Fragonard de Fragonard** was produced, evoking romantic natural young women just embarking on womanhood. In 1995, the now emblematic **Soleil**, which recreates a big bouquet of quintessential Grasse flowers, was developed. **Concerto**, a fresh, light masculine fragrance, and **Suivez-Moi**, a decidedly modern masculine fragrance full of character, were also launched that year.

When **Belle de Nuit** was re-issued in 2001 it came in a newly designed bottle. In 2002 consumers were invited to pamper their senses with **Eau du Bonheur**, sold in a beautifully engraved bottle.

In the highly competitive fragrance industry in which new perfumes are constantly being created Parfumerie Fragonard is an extremely dynamic, creative company and has a range of nearly 50 perfumes and eaux de toilette for both men and women. Alongside these fragrance lines are a wealth of personal care products; soaps, shower gels, body lotions and bath salts.

Steeped in its history and in Mediterranean spirit, Parfumerie Fragonard currently offers perfumes and other scented products that have not only helped to build an outstanding reputation but also appealed to generations of visitors.

*the family*





1926, IN THE HEART OF GRASSE,

*Parfumerie Fragonard was born*

Parfumerie Fragonard was created in 1926 by Eugene Fuchs. As a tribute to the town and a celebration of the elegance of 18th-century arts, he named the new business after the famous royal painter Jean-Honore Fragonard (1732-1806). His choice of name was also an expression of his intention to run the perfumery on traditional lines. That spirit has been steadfastly preserved by the three succeeding generations of the family – which is still running the company.

At their instigation new production plants and sales outlets have opened in Grasse, Eze and also Paris. It was during the

tenure of Jean-Francois Costa that Parfumerie Fragonard went through a rapid process of expansion and modernisation. As an avid art collector, during the 1970s he amassed a large and unique collection of antique perfume-related items that has both enriched Parfumerie Fragonard and given the town of Grasse a new cultural dimension.

Today, Jean-François Costa's daughters preside over the perfumery, and are as concerned as the preceding generations with continuing to build the company and adapt it to today's needs and desires.