

## *Parfums Grès*

Parfums Grès has a rich heritage and genuine legitimacy in perfumery. Indeed, few brands can claim to have a fragrance in their portfolio that, like Cabochard, is almost 60 years old and, like Cabotine, remains a reference 25 years after its launch.

Today, Parfums Grès wants to assert its status as an important player in the "prestige" category of the perfume market by providing its own interpretation of Parisian chic while drawing inspiration from the brand's "couture" roots. Parfums Grès is therefore reorienting their visual and olfactory identity towards a purely French modern minimalism that is faithful to the very unique "signature" of Grès dresses.

### *Timeline*

#### **1947**

Launch of *A de Grès*, the house's first fragrance, which is not as successful as expected.

#### **1959**

Following a trip to India, Madame Grès creates *Cabochard* with perfumer Bernard Chant. "Such a name may not be appropriate for a fragrance, but I like it because it reminds me a little of what I, myself, am like" (in The Art of Madame Grès by Sohoko Hata).

In the same year, Grès launches the fragrance *Chouda* composed by Guy Leyssène. Production of *Chouda* is quickly interrupted due to the significant success of *Cabochard*.

#### **1965**

Launch of *Grès pour homme*.

**1976**

Launch of *Quiproquo*, successful in the perfume market.

**1990**

Launch of *Cabotine de Grès*.

**1996**

Launch of *Pastel de Cabotine*.

**2002**

Launch of *Cabaret*.

**2013**

Launch of *Madame Grès*.

**2014**

Launch of *Collection Lumière*.

**2016**

Launch of *Pièce Unique*.