

Beauty **Fragrance**

SPRIG AWAKENING
MAARTJE VERHOEF IN A LAVENDER
MOHAWK. PHOTOGRAPHED BY
WILLY VANDERPERRE. FASHION
EDITOR: TABITHA SIMMONS. BELOW
RIGHT: L'ARTISAN PARFUMEUR'S NEW
BUCOLIQUES DE PROVENCE.



Rebel Spirit

L'Artisan Parfumeur celebrates four decades of fragrance trailblazing with a fresh look—and a new scent.

Before there was a niche fragrance market, there was L'Artisan Parfumeur. When French chemist and botanist Jean Laporte debuted a banana scent in 1976, the exercise in casual alchemy caught the attention of Paris's Folies Bergère cabaret set. Mûre et Musc—the very first fragrance to use blackberries—put him on the map two years later, and made his haute-bohemian headquarters the epicenter of Europe's burgeoning underground perfume scene.

This month, L'Artisan celebrates its fortieth anniversary by returning to its artisanal roots with a new store, a new look, and one very convincing new fragrance. Located at 167 Boulevard Saint-Germain in Paris, the 200-square-foot boutique was inspired by Laporte's original horticultural flagship and features a miniature indoor garden curated by French landscape designer Mathieu Gontier. (A similar motif will be installed at select Bloomingdale's locations Stateside in June.)

As for the 38 scents in L'Artisan's catalog—including 1994's iconic Premier Figuier, which introduced the world to fig notes—they have gone unchanged, save for an update to their original heptagonal flacons with weighty caps, which have been treated to a smoked-glass makeover. It's a testament to the timelessness of the brand's commitment to nuanced raw materials, which inspired perfumer Fabrice Pellegrin's Bucoliques de Provence, the first fragrance in L'Artisan's limited-edition series that will honor a different region of France every year. The earthy floral plows the area's abundant lavender fields by way of Grasse's leather market for an unexpected bite that is poised to attract a whole new generation of perfume radicals.—GRACE TIMOTHY HEALTH>160

