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BEAUTY

“Chloé’s new perfume collection is basically sunshine bottled, and I can’t get enough”

BY FIONA EMBLETON 15 JULY



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SAVE FOR
LATER

The latest additions to the Atelier Des Fleurs collection are like a perfume passport to the Mediterranean.

The big reveal of a new perfume typically sees beauty editors huddle together in a crowded room sniffing blotters. The launch of Chloé’s new perfumes – four additions to the Atelier Des Fleurs collection – couldn’t have been more different: we flew to the south of France, sailed to the little-known island of Porquerolles and shed our smart city clothes in favour of shorts and T-shirts.

Instead of stuffy talk about perfume notes, I cycled through fragrant pine groves, took deep lungfuls of warm sea air and plucked sticky eucalyptus leaves off trees, rubbing them between my fingers to release the cool, camphorous smell. All before sitting on the beach at sundown and spritzing on four perfumes that captured everything about that life-affirming moment.

Sous Les Pins, Sable Lavande, Vert Soleil and Plage du Figuier are all fragrances inspired by perfumer Quentin Bisch’s childhood holidays on the island. They don’t lean into predictable sun cream or citrus smells, or even take their cues from solar perfumes. Rather, their fluted green bottles contain fresh, sunlit juices that make you feel energised, joyful and carefree: they smell like waves rolling onto the beach, sun-dappled forests and salty skin.