



PORTRAIT OF A LADY

Available as from **mid-February 2025** at all
points of sale

EDITIONS DE PARFUMS
FREDERIC MALLE



IT'S NOT JUST A PERFUME, IT'S AN AURA.

An invisible presence you can't see but undeniably feel.
A hypnotic signature that captivates all in its wake.

As refined as it is bold, *Portrait of a Lady* embodies the essence of what happens when a master perfumer is given complete creative freedom. This magical formula epitomizes the distinct vision of *Éditions de Parfum Frédéric Malle* since its inception in 2000.



Dominique Ropion

PORTRAIT OF A LADY

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FREDERIC MALLE**

Suggested Retail Price: €345, 100 ml

IT'S NOT JUST A PERFUME, IT'S A REVOLUTION.

A perfect blend of elegance and exuberance, classicism and modernity. A paradox in every drop.

Launched in 2010, *Portrait of a Lady* redefined the chypre fragrance family by transforming the traditional rose and patchouli structure from the inside out. At its core, two opulent Turkish roses—an essence and an absolute—unfold on the skin in an unprecedented, almost indecent concentration: 400 flowers are needed for a single 100ml bottle. Too much? Yes, but no. Accentuated by playful notes of blackcurrant and raspberry, and enveloped in the deep, woody warmth of patchouli with amber undertones, the rose emerges powerful and assured. Classic yet radically new, *Portrait of a Lady* created a genre of chypre fragrance like no other.

The genius of its creator, Dominique Ropion, is captured in every drop of this one-of-a-kind perfume. A longtime collaborator of Frédéric Malle, the Master Perfumer has crafted many of the brand's iconic scents over the past three decades. Known as “the master of flowers,” Ropion's relentless quest for perfection guides his natural intuition. Combining the soul of an artist with the precision of a scientist, he is an alchemist who finds harmony in excess. With its grand, oversized rose at the center, *Portrait of a Lady* is a marvel of balance—a true miracle.

IT'S NOT JUST A PERFUME, IT'S AN ICON.

Recognized as one of the greatest triumphs in artistic perfumery, this bold alternative to mass-market fragrances emerged in the early 2000s, with Frédéric Malle leading the way. Created with total creative liberty—free from trends or price constraints—*Portrait of a Lady*, like all of the Maison's fragrances, is a rare anomaly in today's perfume industry. The exception that proves the rule.

In a world where perfume is often about image, *Portrait of a Lady* has stood apart from the beginning through the sheer power of its scent. A signature that is instantly recognizable, with exceptional longevity. No ads, no celebrity ambassadors—just the pure strength of a fragrance that transcends cultures, eras, genders, and styles. A cult classic, it has won numerous awards worldwide and is cherished by icons like Madonna, Catherine Deneuve, David Beckham, and Val Garland.

In 2025, *Éditions de Parfum Frédéric Malle* will celebrate the 15th anniversary of *Portrait of a Lady* with an exclusive limited edition. Reimagined in bold red lacquer—the Maison's signature color—the iconic bottle emphasizes the timeless elegance of its silhouette, while embodying the bold sensuality of the fragrance inside. Straddling the line between art and perfumery, this striking piece leaves an unforgettable visual impression, just as the scent lingers on the senses.



IT'S NOT JUST A PERFUME, IT'S AN ATTITUDE.

Elegant yet subversive. Subtle yet exuberant. Graceful yet powerful. A Lady who embraces all her contradictions.

To commemorate the 15th anniversary of this legendary fragrance, *Éditions de Parfum Frédéric Malle* invited renowned British fashion photographer David Sims to capture the Lady's multifaceted essence in a series of portraits.

A true artistic statement, Portrait of a Lady. Exposed is a visual exploration of modern femininity—kaleidoscopic and ever-evolving. Beautifully diverse and delightfully paradoxical.

The House also celebrates this anniversary by showcasing a striking portrait of Helmut Newton. Exceptionally stepping in front of the lens, the legendary photographer—whose work explores a powerful vision of femininity—poses in high heels for his wife, June. This playful and bold move marks a humorous departure, celebrating a fragrance that defies gender norms, cherished and worn by both women and men alike.

Portrait of Helmut Newton by Alice Springs, Monte Carlo, 1987





Dominique Ropion is a daring perfectionist, a true inventor. The risks he takes are invariably accompanied by a relentless pursuit of exact olfactory balance and flawless composition. His perfumes are like great architectural feats: in the same way that a bridge, whose seemingly miraculous suspension of weight is in fact a harnessing of counteracting forces, Dominique often balances excessive doses of powerful ingredients with meticulously measured, subtler accords, until the composition holds up on its own. A good perfume, he likes to say, must always appear obvious.

Dominique Ropion is also the creator of several fragrances he composed for Editions de Parfums Frédéric Malle, including Carnal Flower, The Night, Hope, Vétiver Extraordinaire, Géranium pour Monsieur, Une Fleur de Cassie, Promise, and Cologne Indélébile.

