



L'OCCITANE
EN PROVENCE

GOING BACK TO OUR ROOTS IS OUR WAY FORWARD

The foundations of our Maison are firmly in Provençal soil.

*Some might say 'brand redesign'.
We say 'becoming even more who we are'.*

*A refinement that can only come from our roots & the soil in which we're anchored:
the nature, rhythms, art, craft & colors of Haute-Provence.*

*From here we sprouted.
From here we take inspiration.
From here
we share precious moments with simplicity.*



THE COLORS OF THE MAISON

The colors of Provence are defined by its sun. Each of the colors in our palette reflects this. In the warm light of the iconic Yellow Sun pantone, the blue of a late afternoon sky, the green of the Haute-Provence fields, and the violet of lavender become even richer.

THE LOGO OF THE MAISON

“L’Occitane,” a name that evokes our origins and our land. A sense of belonging further emphasized by the equally prominent mention of “en Provence,” which honors our heritage and our source of inspiration.

THE MONOGRAM OF THE MAISON

A simple icon. A hallmark of our quality & expertise, authenticity & attention to detail. Like the products that bear this symbol, it was subject to a uniquely rigorous artisanal process. Drawing from our roots – the first letter of our original logo – this elegant design represents an eye open to the future.



FLORA ORCHESTRA

OUR FRAGRANCES, REENVISIONED & UNIFIED.

With a redesign based entirely around the cultural history of the Maison. Across fragrances, body lotions, shower gels & hand creams, ingredients, scents, shapes & colors harmonize together – blooming in a contemporary rhapsody. A Provençal symphony for all the senses.

NEW COMPOSITION, FAMILIAR NOTES.

The collection showcases new packaging, but the same beloved scents. The star ingredient of each scent informs two changes. First – a spectrum of harmonious colors, inspired by those found in nature. Second, ingredient names grace each scent & honor our Maison’s roots.



HERITAGE SHAPES OUR MAISON.

The Provençal Arch will always be the shape of a warm welcome, because it is so evocative of Haut-Provençal villages. In the new bottle shapes for our Eau de toilette, body lotions & shower gels, as well as labels for body lotions & shower gels, it’s a simple shape that brings together tradition, modernity & authenticity.



The Provençal Coat of Arms inspires our fragrance labels. The heraldic shape speaks of a noble history, heritage & tradition. Beyond the shape, the coat of arms of Provence famously depicts a fleur-de-lys – a beautiful connection between our botanical creations & the cultural roots that feed them.



THE FIRST CHAPTER OF A REIMAGINED PROVENÇAL STORY

*A wind of change whispers through the hills of Haute-Provence,
carrying the promise of re-enchantment.*

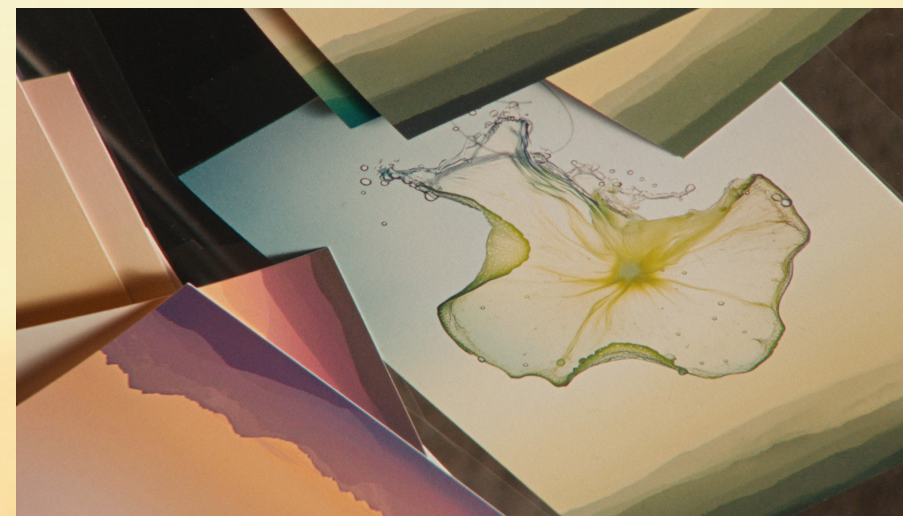
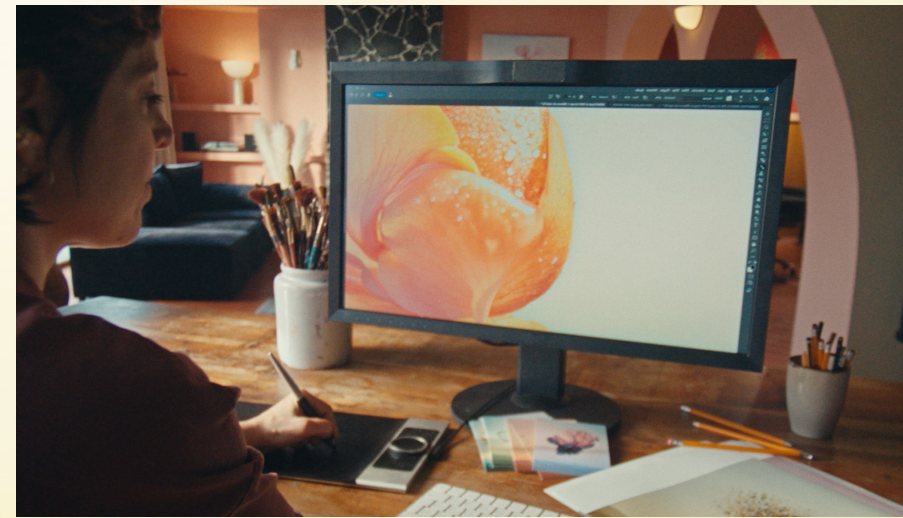
*A Flora Orchestra of fourteen captivating scents awakens, a collection reborn.
The past inspires, the present blooms, and a vibrant future unfolds.*

*Explore our reimagined fragrance collection
and the flourishing new world of our Maison,
L'Occitane en Provence.*

VISUAL M(AI)ESTRO

HANA KATOBA

Exploring the new creative frontier of artificial intelligence, Hana is like a daring alchemist, with AI as the catalyst for imagination. Strikingly poetic visuals transcend the confines of reality to give us new perceptions. Bridging the senses, her ethereal, airy compositions perfectly capture how each unique scent in the Flora Orchestra may appear to the eyes.



ROSE



*A fragrant expression of the whole of the rose,
from the green, fresh sweetness of leaves & stem to the delicate
notes of velvet-soft petals.*





FLEURS^{DE} CERISIER

A rounded, enveloping fragrance of cherry blossom. It opens with delicate floral and fresh red fruit notes, reminiscent of Provence's windswept cherry trees, and settles into a soft, musky base.





NÉROLI ORCHIDÉE

*A scent with the radiance of neroli & the softness of orchid
fruit. Fresh, citrus notes lead to radiant floral, then soft,
comfortable notes.*



The background of the image is a warm, orange-toned landscape. It features a range of mountains in the distance, with a prominent peak on the left. The sky is a gradient of orange, suggesting a sunset or sunrise. The overall mood is serene and natural.

CÈDRE EN CENS



*(Previously Eau des Baux).
Rich scents of majestic cedar & mysterious incense,
with spicy intensity, woody facets & amber notes.*



CÉDRAT

*A burst of juicy freshness, unleashed by the vibrant scent
of cédrat. Sparkling citrus leads to spicy facets & a fine finish
of warm, woody notes.*





ORTIE BLANCHE



*(Previously Herbae par L'Occitane).
An intriguing scent. A herbaceous burst of wild nettle,
spicy floral freshness & green shades.*



CÈDRE GINGEMBRE



*(Previously Cap Cédrat).
Energy & calm coexist in minty freshness, a spicy ginger heart
& woody cedar notes.*

LAVANDE BLANCHE



The delicacy of freshly washed laundry. A scent that truly transports the senses with lavender freshness, bright bergamot, rose sweetness & white musk.





LAVANDE POIVRE NOIR

(Previously L'Occitan).
*The iconic scent of lavender, spiced up by the unlikely addition
of black pepper. Aromatic intensity, pepper notes and a musky
undertone surprise the senses.*



LAYERING FRAGRANCES

AN INVITATION TO CREATIVITY

Fragrance layering is an art, a personal journey of olfactory discovery. By applying multiple scents simultaneously you can enhance the nuances of a cherished fragrance, or craft a completely new signature scent. Our Flora Orchestra collection is designed with harmony in mind, providing a diverse palette of notes that blend seamlessly. Experiment with different combinations and discover the power of layering to unleash your creativity.

Many of the Flora Orchestra harmonise beautifully together. Here are some suggestions to get you started.

FLEURS DE CERISIER & LAVANDE BLANCHE

A delicate scent, for heightened freshness & clean musky notes.



ROSE & CÈDRE ENCENS

For a floral amber scent with enhanced base notes of rose.



NÉROLI ORCHIDÉE & GLYCINE

A unique blend of bright flowers for a luxurious floral bouquet.



MORE THAN A GIFT

AN ENCHANTING EXPERIENCE

More than a simple present, a fragrance gift should be an enchanting experience, a sensory journey. Our reimagined collection offers infinite possibilities for personalised gifting. Each fragrance, scented body lotion or hand cream is a harmonious note in a sensory symphony, that allows you to create bespoke olfactory compositions. By presenting these fragrances, you are providing the recipient with the freedom to layer, combine, and discover their own unique olfactive universe. This gift transcends the traditional perfume set, offering a truly memorable experience.





FLORA ORCHESTRA

ROSE	Eau de Toilette	50ml	60 EUR
FLEURS DE CERISIER	Eau de Toilette	50ml	60 EUR
NÉROLI ORCHIDÉE	Eau de Toilette	50ml	60 EUR
CÈDRE ENCENS	Eau de Toilette	50ml	60 EUR
CÉDRAT	Eau de Toilette	50ml	60 EUR
ORTIE BLANCHE	Eau de Parfum	50ml	70 EUR
CÈDRE GINGEMBRE	Eau de Toilette	50ml	60 EUR
LAVANDE BLANCHE	Eau de Toilette	50ml	60 EUR
LAVANDE POIVRE NOIR	Eau de Toilette	50ml	60 EUR

L'OCCITANE

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Novelties available in store
and on our website on October 1, 2025



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@loccitane_befr



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