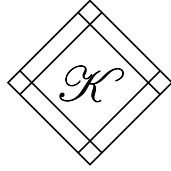


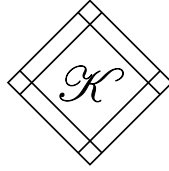
Kilian
PARIS



Love

by
Kilian

don't be shy
EAU FRAÎCHE

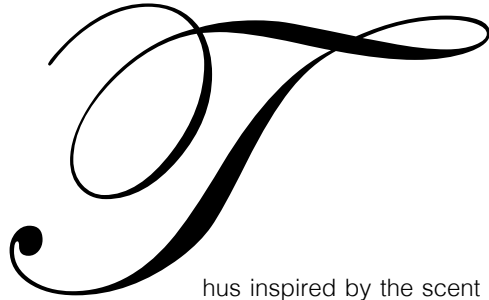
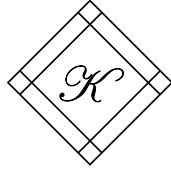


ove, don't be shy celebrates ten years as one of KILIAN's best-selling fragrances, and receives a new elaboration with LOVE, don't be shy EAU FRAICHE.

"Love is life's narcotic—its folly and its freshness. It is something we return to, in spite of ourselves, like any proper addiction," says Kilian Hennessy, founder and creative director of KILIAN.

LOVE, don't be shy is a truly original gourmand scent; this new variation LOVE, don't be shy EAU FRAICHE keeps it addictively gourmand yet with a further touch of daring that the early stages of love demand.

"LOVE, don't be shy is the first scent I created under KILIAN," recounts Kilian Hennessy. "My goal was to create a gourmand scent unlike any other on the market. This meant staying away from the well-known gourmand accord, Ethyl Maltol in combination with Patchouli. More importantly, I wanted a scent that would be so yummy it would make you almost want to 'take a bite' at your partner."



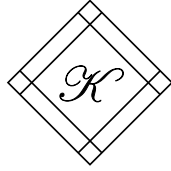
hus inspired by the scent of Marshmallow, LOVE, don't be shy is a sweet treat for sensuous connoisseurs. At first soft and tender, it unfolds into the intensity that graces truly great seductresses. Top notes of glorious Orange Blossom are like a shy, tentative kiss given by fresh lips. At the heart of the fragrance, Sambac Jasmine caresses skin with warm Rose and Iris, reaching ecstasy in the embrace of Vanilla and Cistus Labdanum.

LOVE, don't be shy EAU FRAICHE remains a sweet treat for adults with its base of Marshmallow and Musk, yet it is more candid than the original LOVE, don't be shy. French master perfumer Calice Becker, who crafted the original scent in collaboration with Kilian Hennessy, revisited her creation with a sense of lightness in mind.

Neroli sourced from North Africa and Petitgrain from Paraguay add freshness and delicacy to the core composition. Structured like a delicate veil with its tender heart of florals such as Peony and a Freesia, LOVE, don't be shy EAU FRAICHE expresses the sensuality of the game of love.

LOVE, don't be shy EAU FRAICHE adds to the range of fresh fragrances by KILIAN as an uplifting delicacy. Served in a flacon of frosted white with gold hardware, its aura is one of luxury and light.

Destined for lovers in springtime, almost trembling with newness and the promise of what's to come, LOVE, don't be shy EAU FRAICHE revisits the first step in the game of love, where risk is the precursor to reward.



Interview with perfumer Calice Becker

How would you compare LOVE, don't be shy and its new version LOVE, don't be shy EAU FRAICHE?

Love, don't be shy takes inspiration from Orientale pastries and Turkish delights with a note of rose petals from Southern Europe. Love, don't be shy is more intense, while LOVE, don't be shy EAU FRAICHE expresses petals more fluidly, enhancing the scent of musk and is slightly less gourmand.

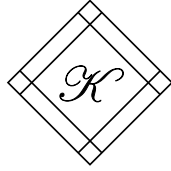
Technically, what is the difference between the two?

LOVE, don't be shy EAU FRAICHE introduces a delicate heart of florals, with its Jasmine accord and an accord of petals including rose, peony and freesia. North African Neroli and its olfactive cousin, Petitgrain, as well as Serenolide, a white musk, add distinctive freshness.

Can you tell us more about the role of Petit Grain and Neroli in LOVE, don't be shy EAU FRAICHE?

LOVE, don't be shy EAU FRAICHE is really an exaggeration of Petit Grain and Neroli which, historically, are used in 'Eau Fraiche' fragrances. Together, they add freshness and an overall luminous aspect.





Suggested Retail Price

LOVE, don't be shy EAU FRAICHE will be
available as of May 1st 2023 in 50ml for €215
at all Kilian selling points

Contact

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