

DIPTYQUE

A SHORT FILM BY
WERLEN MEYER

MUSIC BY
JAMES BLAKE

DO SON

WHERE MEMORIES
MEET THE
IMAGINARY

JANUARY 5th 2023

A JOURNEY OF THE SENSES

DIPTYQUE PRESENTS IN PARTNERSHIP WITH EXHIBITION STUDIO

A SHORT FILM BY WERLEN MEYER: GWENN GERMAIN AND VALENTIN ADIBA

MUSIC BY JAMES BLAKE SOUND DIRECTION LIKE FIRE: LUDOVIC HOUDRÉ AND CORENTIN PICAUT

ART DIRECTION EDWIN SBERRO AND ALEXIS ZACCHI



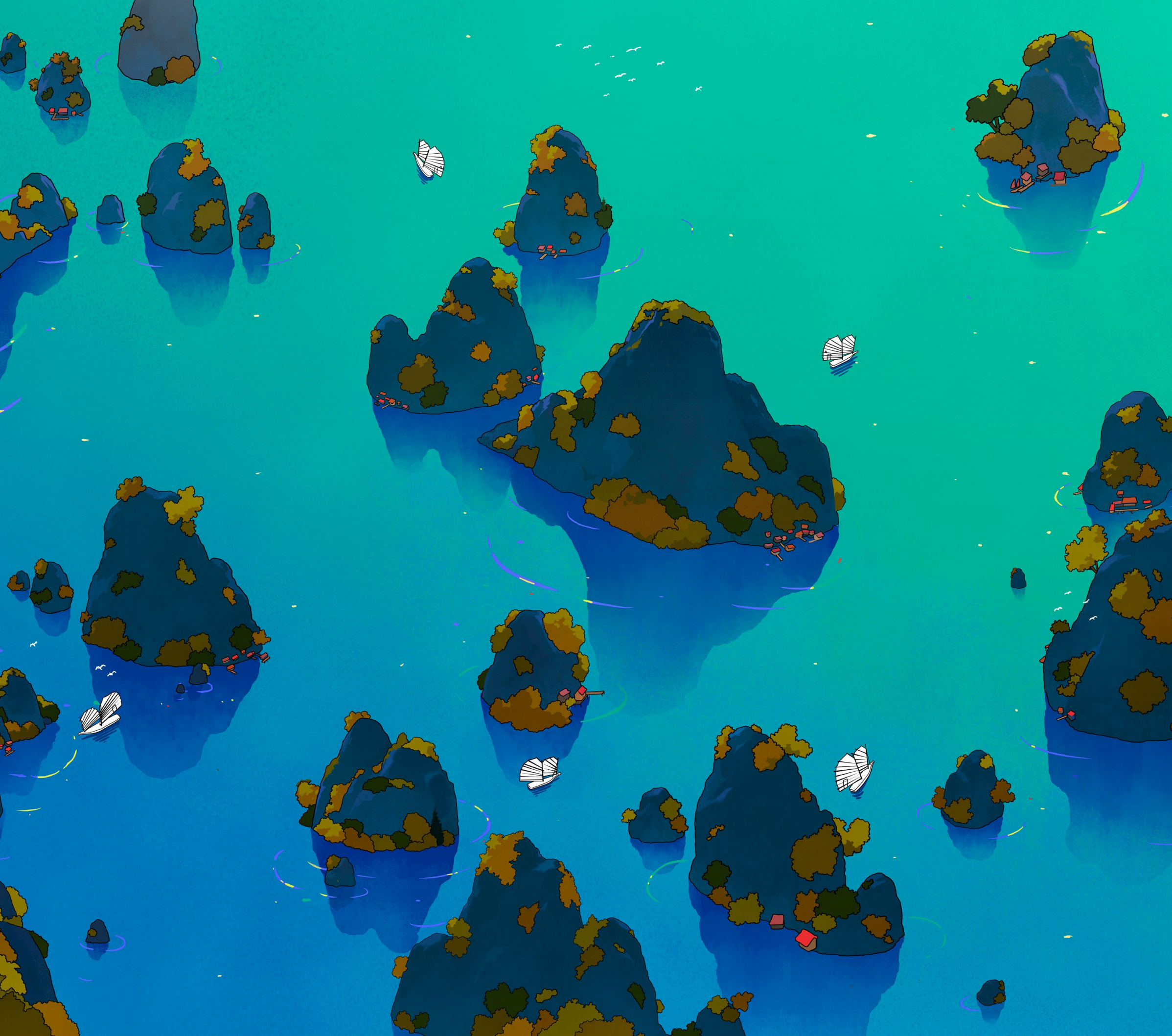
EXHIBITION

Werlen
Meyer

eddy



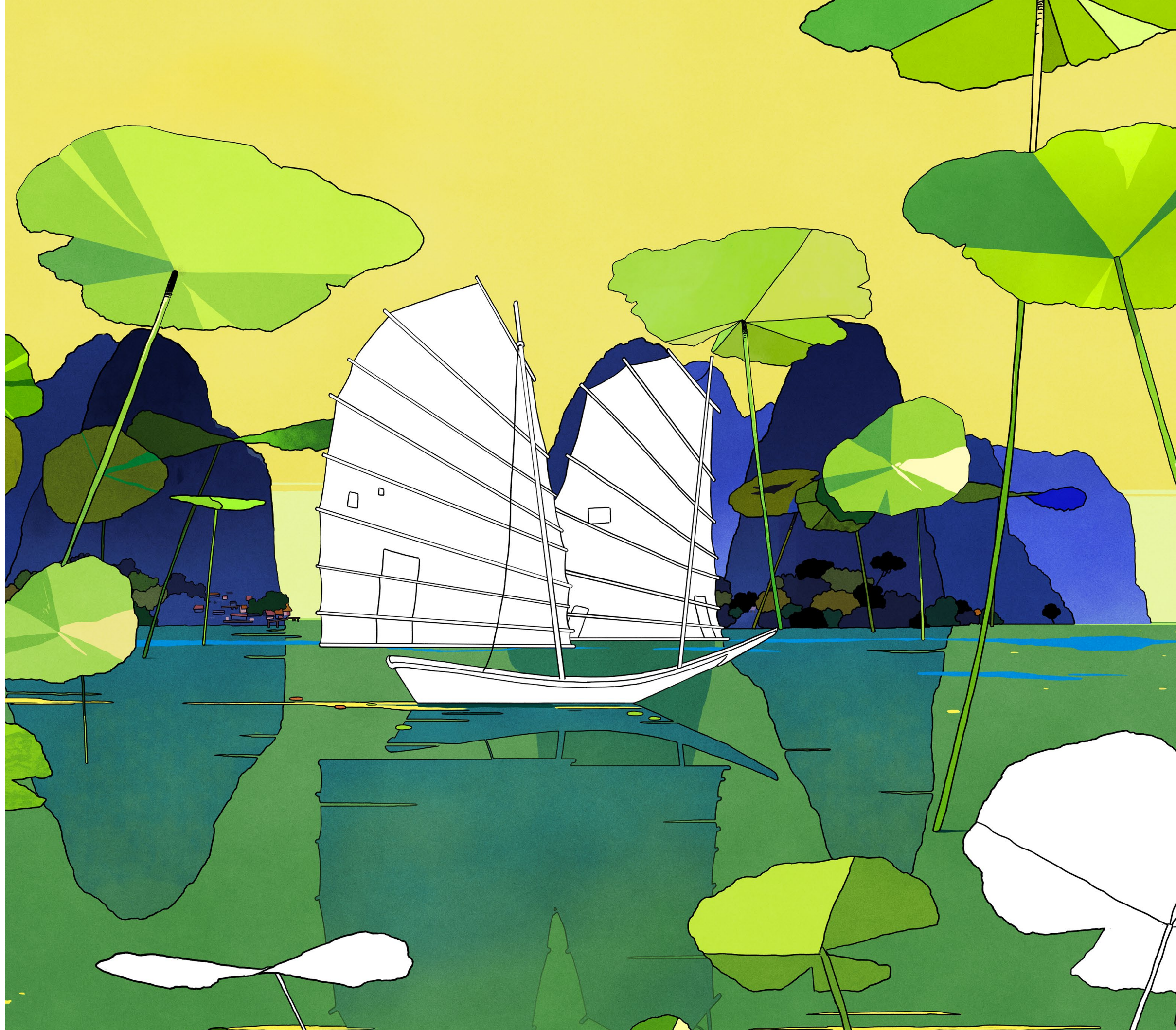
Dive into the source of Do Son through a new and unprecedented animated journey that follows the trail of Vietnamese junk boats and tuberoses.

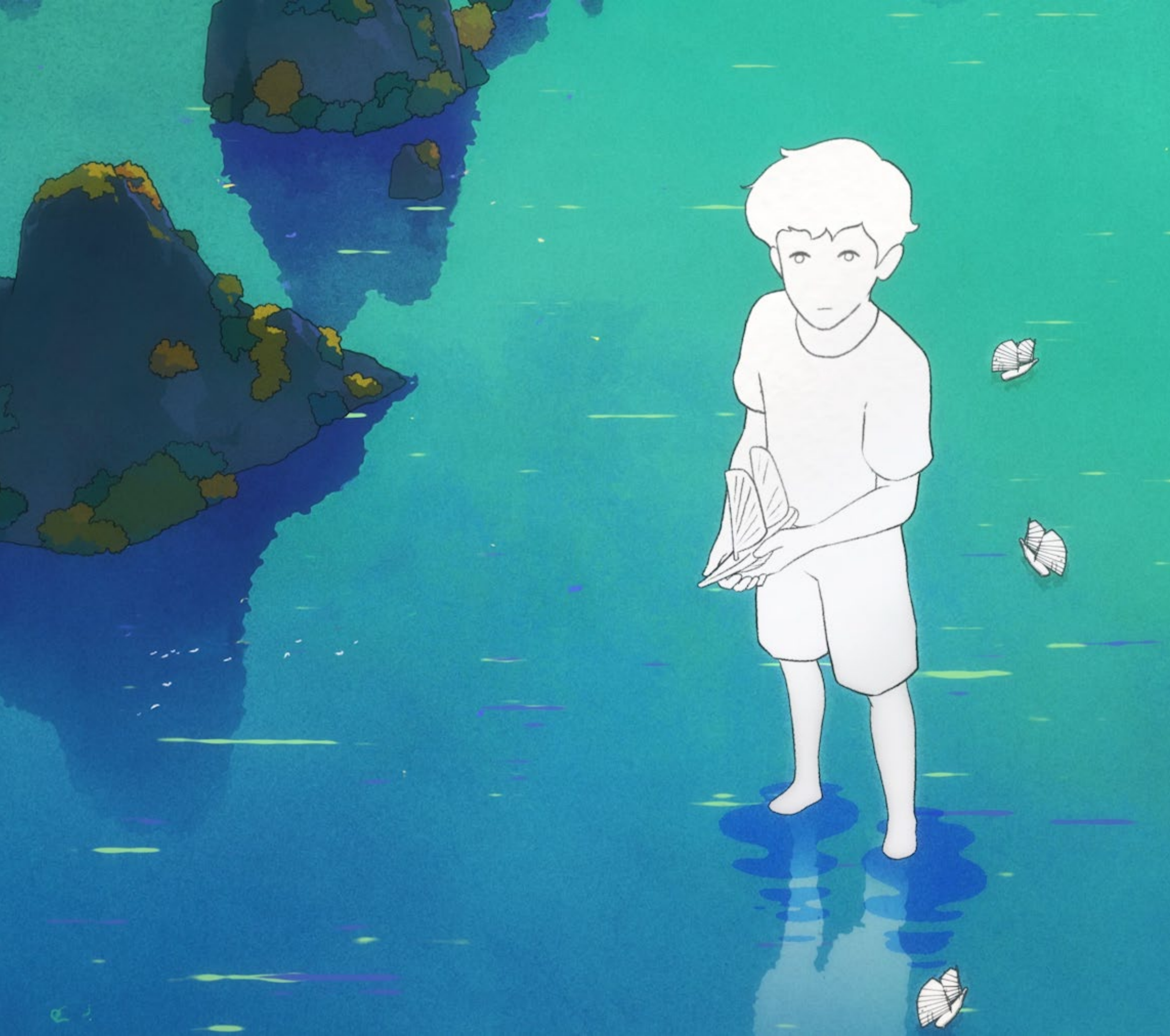


Since its initial creation at Diptyque, the perfume Do Son has always been celebrated with invention and creativity. Just last year, its virtues were extolled in a book by photographer Tim Walker; this year, Do Son experiences a creative rebirth as it enters a new medium of expression.

From Vietnam to Paris, from a recollection to a fragrance, from illustration to animation, this iconic Diptyque perfume continues to feed the imagination and nurture artistic collaborations. Eighteen years after its creation, Do Son is entering another chapter – one filled with movement, with colors and music – in a history that is already rich in imagery and vision. A chapter that celebrates drawing, a passion inextricably bound up with the identity of the Maison, expressed here in a way that is new, dynamic, universal and cinematic. An animated film – a unique creative medium that is ideal for evoking feelings and expressions in an emotive manner.

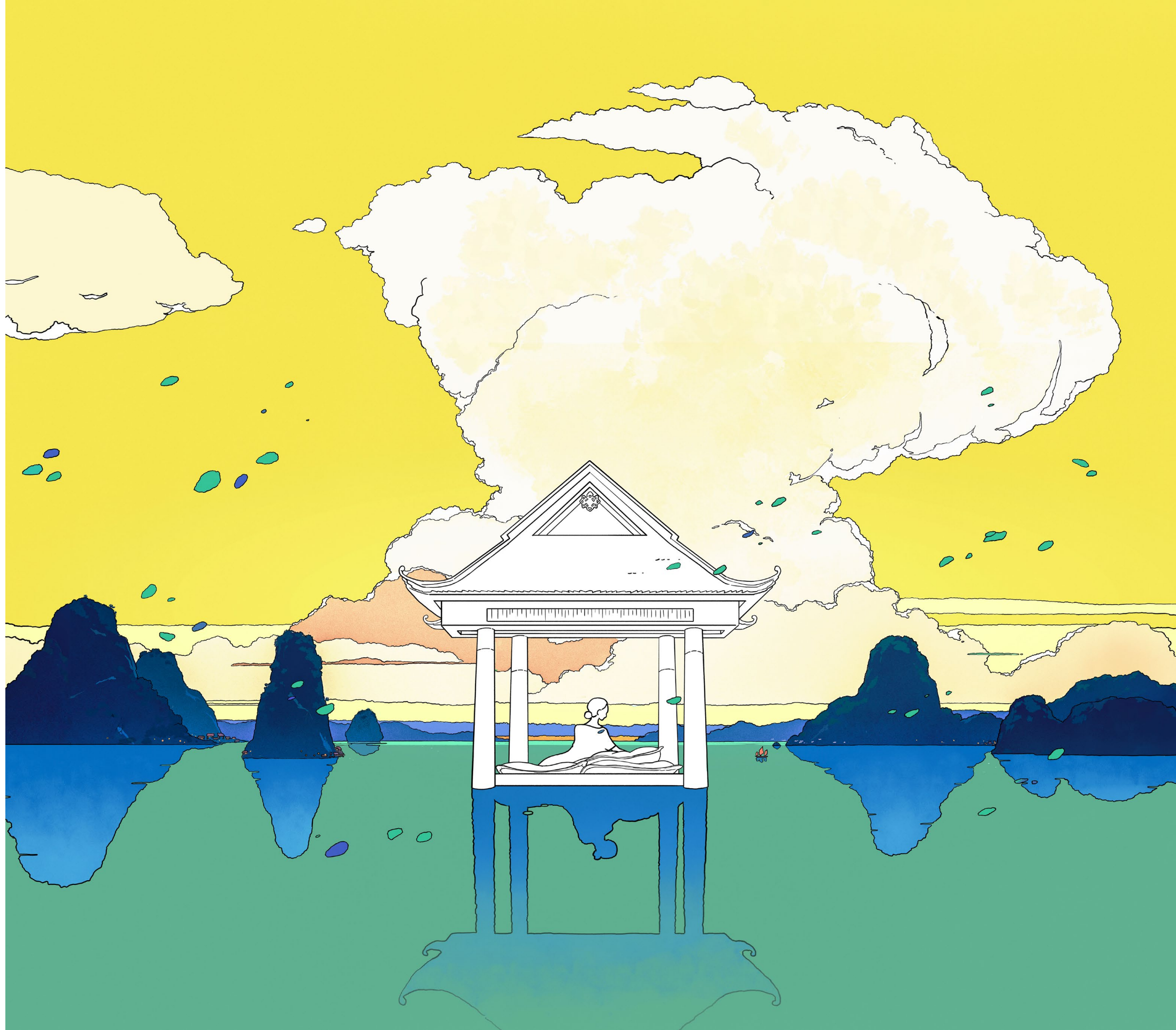
Inspired by a childhood memory from one of the three founders of Diptyque, and by the scents of the Vietnamese coastal town for which it is named, this year Do Son will be telling its tale in the form of an animated short film realised by the young Parisian studio Werlen Meyer, acclaimed for its work with Wes Anderson and Stromae. Combining illustrations and line drawings – this being the hallmark of the landscapes associated with Diptyque perfumes – the film also features a musical soundtrack by multiple-award-winning British songwriter, composer and performer James Blake. Yves Coueslant, whose childhood memories were behind the inception of this perfume, could not have wished for a finer, more contemporary interpretation of his creation when, seated at his work table, he dreamed up and imagined Do Son. The film depicts him at this seminal moment, so typical of the Diptyque creative process in which graphic expression reigns supreme.





A young man gazes out over the rooftops of Paris in search of inspiration, a pad and pen in his hand. Soon the Paris skyline comes to life and is transformed. A landscape of the mind appears – let's dive into his recollections. A traditional pagoda and junk boat take shape on the pad, delineated in Indian ink. Against a backdrop of large seashells, a game of Da Cau is being played on the beach. Giant water lilies line the shore. Clouds become shoals of fish, or boats. A host of animated images of Vietnamese flowers, insects and birds frolic and play. At last the original illustration appears – the image that has represented the perfume since 2005. This year, the oval is decoratively printed in a shade of blue that matches the color of the waters in the Gulf of Tonkin, and the same shade appears on all these limited-edition products.

The image represents a woman seated beneath a pagoda, looking out towards the sea and the horizon in the distance – the mother of Yves Coueslant. She loved flowers, especially *cây hoa huê*, the heady, slightly spicy tuberose which, combined with orange blossom, jasmine and the marine accord, traces the outline of the trail left by Do Son.

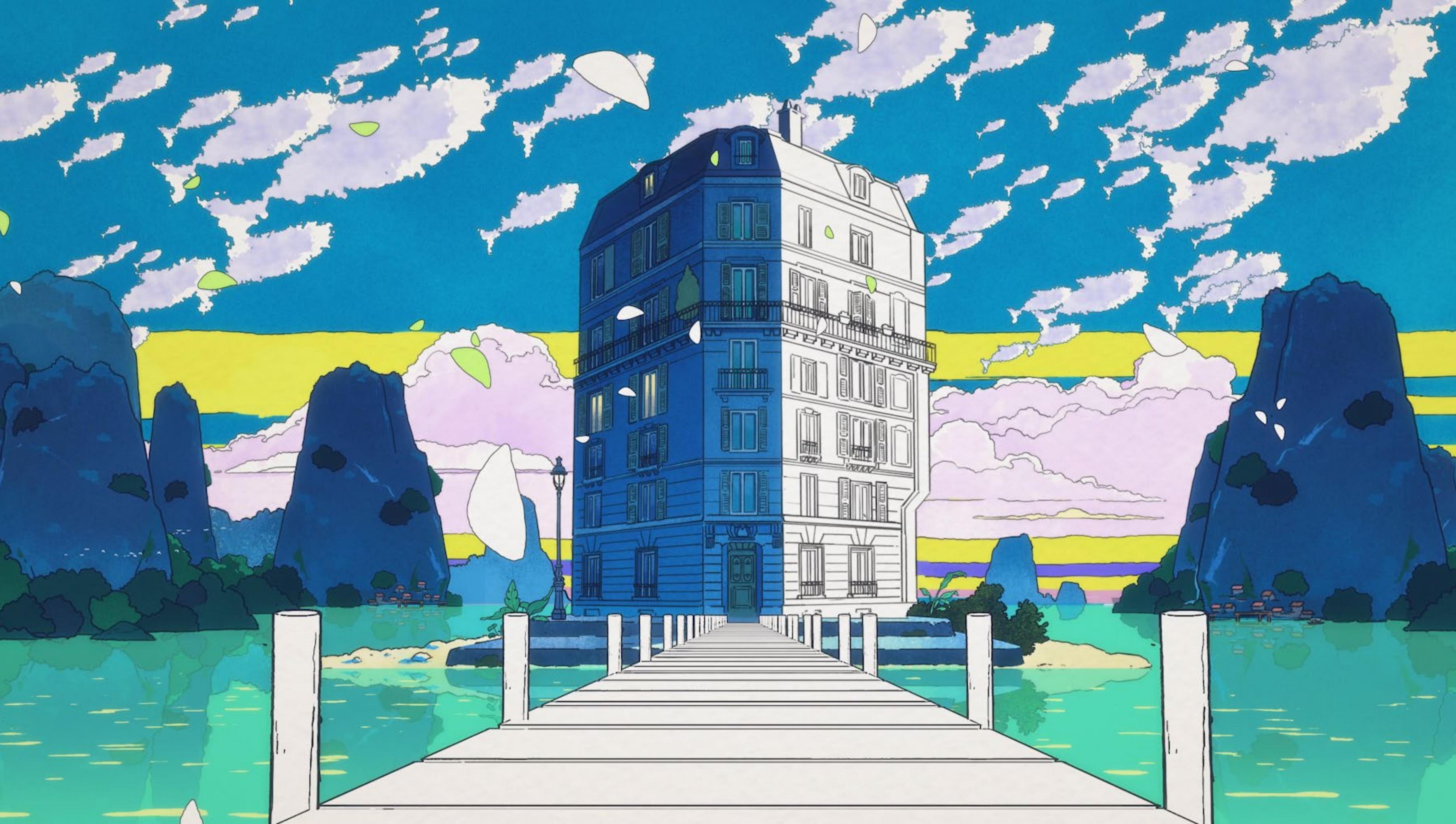




The perfume, composed by Fabrice Pellegrin, with invaluable input from Christiane Montadre-Gautrot and Yves Coueslant, was conceived with Coueslant's mother in mind. "It was a collaboration, with much sharing and listening between the three of us. I drew sustenance from the tales of travel and of life imparted to me during my encounters with the founders of Diptyque, and Do Son was born out of those conversations. The fragrance was my attempt to recreate, via the distinctive scent of tuberose, the atmosphere and the memory of a childhood spent in Vietnam. Tuberose is an exceptional flower – majestic in every respect, and for Yves, enveloping and material. It became our point of reference. I worked on it with great care, developing its green, aquatic, floral, creamy and sunny facets. And that's how the accord came into being."

The animated short from the Werlen Meyer studio resurrects in its own particular style the magic of a childhood beside the sea – the marine breeze bringing with it the scent of the flowers that Yves Coueslant's mother so loved. Do Son, at 25 frames per second.











The Do Son collection for 2023 is made up
of a series of limited editions and a few
new arrivals previously unseen in our catalogue.

LIMITED EDITION

Do Son eau de toilette – 100ml – Limited Edition

Do Son eau de toilette – 30ml – Limited Edition

Do Son eau de parfum – 75ml – Limited Edition

Do Son cleansing hand and body gel – 200ml – Limited Edition
– NEW ARRIVAL

Set of 3 50g Do Son perfumed soaps – Limited Edition – NEW ARRIVAL

Tubéreuse (Tuberose) Candle – 190g – Limited Edition

Tubéreuse (Tuberose) Candle – 600g – NEW ARRIVAL
in catalogue

Press release and visuals are available for download
from the following link:

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diptyqueparis.com

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