

# Maison Francis Kurkdjian Paris



## *Baccarat* Rouge 540, an exceptional fusion

An encounter between two symbols of excellence, Maison Baccarat and Maison Francis Kurkdjian.

The combined magic of Nature and Man, transforming raw materials into a sensory element.

A united expression with an outpouring of expertise, an influx of minerals and a breath of fire.

That is how Baccarat Rouge 540 came into being, with its graphic and extremely condensed olfactory signature. A luminous and intense eau de parfum with amber and woody floral tones.

# Maison Francis Kurkdjian Paris

## *Baccarat* Rouge 540, an undoubtedly name...

One history, one area of expertise, one name. Baccarat Rouge 540 draws its inspiration from the very heart of the manufactory, which is celebrating its 250<sup>th</sup> anniversary with this eau de parfum.

Powerful and distinguished, its name evokes a metamorphosis of a clear crystal mingled with 24-carat gold powder and gradually brought to fusion at 540 degrees, arousing a glowing scarlet appearance.

Its transparency contrasts with the density of this unique and exclusive red colour.

It was also a natural choice to include Baccarat Rouge 540 in today's celebration fragrance collection by Maison Francis Kurkdjian. Launched in 2014 in only 250 numbered crystal bottles, Baccarat Rouge 540 has now gained new momentum in a new setting, the Maison Francis Kurkdjian signature bottle.

## *Baccarat* Rouge 540, the alchemy of the senses

The ethereal facets of jasmine and the radiance of saffron carry the ambergris mineral notes and woody tones of freshly-cut cedar.

olfactory family: amber woody floral

top notes: jasmine and saffron

middle note: ambergris accord (woody amber)

base notes: cedar accord; fir balsam

# Maison Francis Kurkdjian Paris



## *Baccarat* Rouge 540, eau de parfum

Maison Francis Kurkdjian iconic bottle, natural spray, 70 ml  
Also available in a limited and numbered Baccarat crystal edition, 100 ml

Availability: mid-January 2016  
Eshop and stocklist: [www.franciskurkdjian.com](http://www.franciskurkdjian.com)