

Maison  
Francis Kurkdjian  
Paris



Aqua Media  
*Cologne forte*

# Maison Francis Kurkdjian Paris

*Aqua Media Cologne forte,  
the effervescence of nature*



For Francis Kurkdjian, happiness lies in the simple things nature provides, like the feeling of sunlight on the face, the contemplation of the sky's ever-changing colors, or the caress of a delicate breeze on the skin. What if happiness was close to hand? Enjoying the pleasures of everyday life and nature, seizing each new day and holding onto the best parts. "More than anything else, happiness is to be well" wrote French author Françoise Sagan, with words as simple as the essential truth they express. Wellbeing is to be in harmony with oneself, one's mind, one's body, and nature. Without pretenses.

***Mens sana in Corpore sano*** - a healthy mind in a healthy body. This is the ideal Francis Kurkdjian translates so accurately through the **Aqua Cologne forte** collection, where freshness is intensified. Inspired by the benefits of the traditional eau de Cologne, these three creations - **Aqua Universalis**, **Aqua Vitae** and **Aqua Celestia** - take us to sunlit places brimming with colors and freshness.

Francis Kurkdjian is now adding a fourth and new opus to this collection: **Aqua Media Cologne forte**, the median point between light and freshness.

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# Maison Francis Kurkdjian Paris

When the essential makes sense



As with all of his Aqua fragrances, Francis Kurkdjian chose a Latin name for this fourth chapter: **Aqua Media**.

And as with each **Cologne forte**, he assigned it one particular color: green, the center of the rainbow, a fantastical phenomenon born of water and sunlight.

**Aqua Media Cologne forte** is the embodiment of balance and harmony. This new eau de parfum opens a window to an infinite, boundlessly fresh, idyllic landscape, where the wind in the wild grass seems to engage in a dialog with the murmuring of serene white-water.

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# Maison Francis Kurkdjian Paris

Overjoyed nature



**Aqua Media Cologne forte** is a joyful eau de parfum with tangy, sparkling and almost mouth-watering fresh notes that are full of life. The aniseed accents Francis Kurkdjian holds so dear are center stage, shining through in this garden of citrus notes.

The top note is a slowly unfurling, bright bergamot from Italy - the common thread running throughout the **Aqua Cologne forte** collection. It is combined with a crystalline hedione note well-known for its airy, floral radiance, in a perfect accord to add breath and volume to sweet fennel.

The remarkable duet created by verberna's harmony with sweet fennel evokes a bursting, shifting aromatic note of green. This botanical structure is built upon a solid base of woody musks, which underline the fragrance's sensuality. An effect accentuated by a hint of patchouli amidst these fresh notes, unveiling the fragrance's electric, almost effervescent facet of green moss.

These new very green accents, reminiscent of a cold infusion of fresh wild herbs, are what make **Aqua Media Cologne forte** an unprecedented piece in the Maison's fragrance wardrobe, where aniseed notes are brought to light. According to Francis Kurkdjian, "**Aqua Media Cologne forte** smells like happiness and caring, vitality and energy, reassuring in its apparent simplicity. It puts me in a good mood, that's all. I have nothing else to add, everything is already there, written in the formula." Happiness takes root in balance and in the most simple pleasures. **Aqua Media Cologne forte** is harmony regained.

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Eau de parfum  
Olfactory family: aromatic citrus

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Ingredients: verbena accord, essence of bergamot from Italy,  
sweet fennel, hedione, woody musks.

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Available in:  
70 ml (2.3 fl.oz, emblematic format)  
200 ml (6.7 fl.oz) and 35 ml (1.1 fl.oz)  
Scented soap 150g

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Available from June 1<sup>st</sup>, 2023, in licensed  
Maison Francis Kurkdjian points of sale and the online boutique.

# Maison Francis Kurkdjian Paris

Discover the Aqua *Cologne forte* collection

## Aqua Universalis *Cologne forte*



**Aqua Universalis *Cologne forte*** is the notion of radiant white light pushed to the extreme, a pure breath of fresh air, the feeling, not the smell, of cleanliness. Bergamot from Calabria and the sweetness of a white musk accord are intertwined with an effervescent surge of diaphanous white flowers, such as mock orange and sweet pea. **Aqua Universalis *Cologne forte*** embodies the joy of a brisk, radiant sunrise filled with pure, fresh, enveloping air.

Eau de parfum

Olfactory family: musky woody citrus

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Ingredients: essence of bergamot from Italy, essence of rose from Bulgaria, white floral accord (mock orange, sweet peas), white musk accord.

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Available in:

70 ml (2.3 fl.oz, emblematic format)

200 ml (6.7 fl.oz) and 35 ml (1.1 fl.oz)

Scented soap 150g (Available from June 1<sup>st</sup>, 2023)

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Aqua *Cologne forte* set

Aqua Universalis, Aqua Vitae, Aqua Celestia

3 x 35 ml (3 x 1.1 fl.oz)

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# Maison Francis Kurkdjian Paris

## Aqua Vitae *Cologne forte*



**Aqua Vitae Cologne forte** symbolizes the sun at its peak with a floral blaze crossed by a surge of hot air. Mandarin from Italy gives bright freshness to the bergamot, leading to a luminous, citrusy, and sunny floral scent where the notes vibrate in unison in a halo of warm light. **Aqua Vitae Cologne forte**'s trail is saturated with sun and sensual musks, boosted by sandalwood from India.

Eau de parfum

Olfactory family: floral woody citrus

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Ingredients: essence of bergamot from Italy, essence of mandarin from Italy, sunny floral accord, sensual musk accord.

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Available in:

70 ml (2.3 fl.oz, emblematic format)

200 ml (6.7 fl.oz) and 35 ml (1.1 fl.oz)

Scented soap 150g (Available from June 1<sup>st</sup>, 2023)

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Aqua Cologne forte set

Aqua Universalis, Aqua Vitae, Aqua Celestia

3 x 35 ml (3 x 1.1 fl.oz)

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## Aqua Celestia *Cologne forte*



**Aqua Celestia *Cologne forte*** is the encounter between the blue hues of the sea and the sky, a horizon beckoning you to evasion. The bergamot becomes tinged with the fruity notes of blackcurrant, mimosa (with its raspberry and blackberry facets), and jasmine (with its strawberry, apricot, and peach accents), before gradually melting into the mellowness of a fruity musky accord.

**Aqua Celestia *Cologne forte*** releases a bright, crystal-clear aura and offers a serene escape towards the horizon.

Eau de parfum

Olfactory family: musky floral citrus

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Ingredients: essence of bergamot from Italy, blackcurrant bud absolute, jasmine from Egypt absolute, mimosa from France absolute, fruity musky accord.

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Available in:

70 ml (2.3 fl.oz, emblematic format)

200 ml (6.7 fl.oz) and 35 ml (1.1 fl.oz)

Scented soap 150g (Available from June 1<sup>st</sup>, 2023)

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*Aqua Cologne forte* set

Aqua Universalis, Aqua Vitae, Aqua Celestia

3 x 35 ml (3 x 1.1 fl.oz)

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