



DIPTYQUE  
PARIS





34 – THE ART OF LIVING,  
FROM DIPTYQUE







Taking its name, its spirit, indeed its very soul from Diptyque's first-ever address, the 34 boulevard Saint-Germain line is the living memory and expression of the emblematic locale that first showcased the Maison.

Located in the heart of the Latin Quarter, known also for its universities, the address, chosen by design, summons up both the bohemian Paris of yesterday and the artistic Paris of today. From the banks of the Sorbonne to the jazz clubs still open today, from the cafés of Saint-Germain-des-Prés to the modern art galleries of, from the Panthéon to the booksellers lining the banks of the Seine, it evokes the arts, culture and the Parisian lifestyle and its timeless pleasures. It speaks to the whole world.

It was at 34 boulevard Saint-Germain that the trio who founded Diptyque established their unique style and highly idiosyncratic creative sensibility. Opened in 1961, the boutique is like no other: a shrine to the passions and inspirations shared by three aesthetically-inclined friends driven by an omnivorous curiosity – Desmond Knox-Leet, Christiane Montadre-Gautrot, and Yves Coueslant. It seals and embodies their union, the very wellspring of their creative endeavours and of the Diptyque adventure. Behind the double window displays of this venerable store, the Maison's heart and dynamism still beats vigorously.



Welcoming the wandering imagination, the boutique at number 34 is the symbol of an art of living that is enlightened and open to the distinctiveness cultivated so passionately by the trio – that deeply particular art of seeing and appreciating the beauty in all things. Its warm, sophisticated décor abounds with beautiful objects and rare finds brought back from faraway places. These are what defines its identity as a house of endlessly resourceful collectors and perfumers. Located in the heart of the capital, Diptyque's historic birthplace personifies Paris and embraces the world.

Innovative and impossible to classify, number 34 is also reflected in the perfume that bears its name and captures its purest essence. 34 boulevard Saint-Germain is the only Diptyque fragrance that is at once woody, floral, spicy and herbaceous. It embodies the creative freedom and eclecticism that are the hallmarks both of Diptyque and of its original address. Their story, abundant and exquisite, unfolds in its green, fresh, unconventional notes of moss and crushed blackcurrant leaves, enhanced by oriental spices, combined with other notes – rich, warm – of flowers, wood and balms. An olfactory tour of the world in the heart of Paris. Created by Diptyque as its signature scent, 34 boulevard Saint-Germain is a fragment of the soul and spirit of the location, a home fragrance to be brought home as a way of reconnecting with Diptyque's art of living.









As the summer holidays draw to a close, there will be even more opportunities to make the very most of this in every conceivable way, thanks to a number of new additions to the 34 line of products for the home.

Formerly only available in extra large size, 34 boulevard Saint-Germain candles now also come in the two iconic smaller formats. On the one hand, the medium size candle, its pot a translucent, opaline white, contains the emblematic oval rendered in tone-on-tone. On the other, the large candle, with its engraved white biscuit pot and its three wicks, progressively releases the notes of the signature scent.

Meanwhile, the limited edition 34 boulevard Saint-Germain scented oval – ideal for fragrancing small spaces such as drawers, closets and other enclosed places – sports a pompom reminiscent of a curtain tieback, and also of the pearls on the necklaces that Christiane Montadre-Gautrot used to design and sell in the historic boutique.







For a diffusion method that is both original and poetic, the hour glass in the 34 Collection allows the owner to enjoy the uniqueness of the iconic fragrance in their immediate surroundings for the space of an hour. Meanwhile, the home fragrance diffuser, designed to perfume large spaces on a long-term basis, allows it to unfold over time. Thanks to this beautiful object, designed in a perfect Diptyque oval, it is now entirely possible to savour the 34 experience non-stop in your own home – simply by allowing the fine rattan reeds, multiplied behind the faceted glass sides of the container, to diffuse its unique fragrance over an extended period.

Right from the very start, the immersion experience has its own majestic style: all the new items in the 34 Collection feature a new black and gold decoration that uses the Prétorien motif – a Diptyque classic revisited. The oval, inspired by the 18th century locket, has become emblematic of the Maison, appearing on the fabrics sold in the historic boutique and thereby becoming the first building block of the Diptyque universe. In the 34 Collection, the Diptyque art of living has found its new address – from yesterday to today, from thirty-four boulevard Saint-Germain to your home, from the 5th arrondissement of Paris to the whole world.

COLLECTION 34 BOULEVARD SAINT GERMAIN

Medium Candle  
Large Candle  
Giant Candle  
Room Spray  
Reed Diffuser and Refill – 200ml  
Reed Diffuser Refill – 200ml  
Electric Wall Diffuser and Refill  
Home Electric Diffuser and Refill  
Car Diffuser and Refill  
Car Diffuser Refill  
Hourglass Diffuser – 75ml  
Hourglass Refill – 75 ml  
Scented Oval  
Limited Edition Scented Oval

The book 34H, an exclusive edition to be discovered soon, reveals Diptyque's birthplace, Paris 5<sup>e</sup>, in chronophotographic mode through a series of infinite and abstract snapshots of the passage of time. Make a day 34 hours. Available in selected boutiques and on [diptyqueparis.com](https://diptyqueparis.com), in limited quantities.

Press release and visuals are available for download from the following link:  
<https://presse.diptyqueparis.com/en/2022/collection34>

[diptyqueparis.com](https://diptyqueparis.com)



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