

L'OCCITANE
EN PROVENCE

Nieuwigheden beschikbaar in de winkels
en op de website vanaf 23 oktober 2024



@loccitane_befr
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@L'OCCITANE en Provence



#LOccitane

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LE
GRAND VOYAGE
DE L'OCCITANE
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We're delighted to have you with us
as we embark on the holiday season.

Limited Edition collections take the senses
on a journey along the Citrus Road.

First Class textures, scents & sensorial surprises
are available to share & amaze:
never expected, always surprising,
every detail carefully crafted.

**Your festive journey for the senses
begins here.**



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CALICOT-PARIS

Calicot Paris designs
holiday packaging for L'Occitane.

If life is all about the journey, then journeys
are all about the details.

A 'Toile de Jouy' is a traditional French
style of illustration, sumptuously rich in detail,
with a captivating narrative power.

This is more than just a beautiful patterns.
This is a map to surprising treasures for the senses,
where a train travels through citrus landscapes
and a magical Provence.

“ We believe it takes vision,
patience and savoir-faire
to create beautiful illustrations.
Each motif is drawn by hand in a slow,
traditional process.”

— Amandine Delauney
& Richard Hello
Calicot ~Paris.



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ARIA MIA LOBERTI

It is an honor to embark together with Aria Mia Loberti on this festive journey for the senses.

Loberti received global acclaim for her breakout role on a famous series.

In her off-screen roles she has helped countless others on their own journeys.

A lifelong advocate for human rights.

Her current advocacy work focuses on responding to the connection between the climate crisis and access to education.

For over 20 years the l'Occitane Foundation has supported those living with visual impairments - a reality that Loberti has lived with since young.

Together with l'Occitane en Provence, Loberti will inspire and drive the brand even further on its mission of ethical beauty, inclusivity and sustainable practices.



“L'Occitane is all about using the gifts our planet gives us to then gift ourselves a moment of self-love... and we can give those gifts to others, too! To bring more light to the world and treat others with kindness is, to me, the most special part of the holiday season.”

— Aria Mia Loberti





The
CITRUS ROAD
Limited Editions

To create a festive journey for the senses,
we crafted a unique limited edition comprised
of a collection of products with a focus
on the magic citrus fruits.

For this special occasion, driven by our mission
to preserve biodiversity, we partnered with INRAE de Corse.
That's the French National Research Institute for Agriculture,
Food & Environment - a unique venue in Corsica that gathers
citrus fruit species from around the world.
Together we selected four internationally renowned citrus fruits
to match perfectly with our permanent formula bases
of Rose, Shea & Almond.

With sumptuous citrus scents,
the Citrus Road collection was born.

THE CITRUS ROAD LIMITED EDITION



Creamy shower foam comes from a tip designed like whipped cream!

This cream feels so fresh and light, thanks to its whipped texture.

KUMQUAT

Limited Edition

There's no mistaking the zest & juiciness of kumquat. But there's wood in there, too. I'm energised with a natural, green kind of freshness.



95%
recycled
aluminum tubes.

True-to-nature kumquat, with a pulpy touch of mandarin.
Kumquat is the only citrus fruit that can be eaten whole!
Shea nuts are kneaded into a butter (rich in active ingredients to nourish & protect the skin).



95%
recycled PET
integrated
in the bottle

Combawa is rarely used in fragrance.
So, paired with Shea, this scent is surprising yet comfortingly familiar.
Shea butter is a very rich cream, full of active ingredients
to nourish and protect the skin.
Close your eyes & discover a hint of sweet lemongrass.

THE CITRUS ROAD LIMITED EDITION



*Shea butter is
very rich in active
ingredients to
nourish and
protect the skin.*



*Recycled PET
integrated.*

COMBAWA

Limited Edition

Soft floral citrus softened by coconut water
to envelop you in a rare kind of creamy, rich warmth.
A dreamy sensation of relaxation and calm.



THE CITRUS ROAD LIMITED EDITION

CITRON LUMINCIANA

Limited Edition



Vivacious Luminciana lemon is coupled with the vibrant & addictive notes of tea extracts. Gentle & sweet, this scent is cozy & comforting.

**This scent portrays
an imaginary walk
under the luminciana
lemon trees.
It's an olfactory comfort
and soothing caress.**



Luminciana lemon
is very gourmand
- also called Panettone lemon.



*An oily texture
that transforms
into milk when
in contact with water*


40%
recycled glass





L

The ultimate
GIFTING
destination

L'OCCITANE



ORNAMENTS

Are these gifts
that are ornaments...
... or ornaments
that are gifts?

As much of a treasure outside
as there is inside.



SCENTED CANDLES

are always good... because they're
never just scented candles.

Scents from our most-loved & best-sellers in the permanent range presented in a timeless, elegant and refined design, ceramic-like glass jar.



CRACKERS

Surprises within surprise...

... & a favourite inside is an
extra level of joy!

Gifts for sharing
that you will truly
treasure.



White Lavender

*The gift of a cocooning moment of
white & blue lavender, reminiscent
of fresh linen.*

Cocon de Sérénité

*The gift of a moment of serenity and
relaxation with mandarin, sweet
orange and geranium.*

Verbena

*The gift of an invigorating moment
with citrus leaves, flowers and
Verbena.*

A woman in a red coat is boarding a train, holding onto the door frame. A man in a dark uniform and cap is carrying a stack of wrapped gifts towards the train. The scene is set in a snowy environment, with snow falling around them. The train is dark red with a gold 'L' logo on the side. The man's uniform also features a gold 'L' logo on the sleeve. The gifts are wrapped in red and white paper with gold ribbons. The overall atmosphere is festive and nostalgic.

Making every day
of the Holiday season
memorable.



LUXURY

An innovative luggage design to explore a whole world of beauty in daily First Class surprises.

THE ULTIMATE GIFTING DESTINATION



CLASSIC Advent Calendar

Make every day of the holidays memorable. With this train-style sliding doors which reveal daily surprises. Carry your senses on a festive journey through Provence.



REUSE & UPCYCLE Advent Calendar

Folds & transforms into a travel vanity. Makes it almost too easy to give thoughtful, meaningful & beautiful gifts!



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