

LA MER

LA MER THE EDGE OF THE SEA TWO UNIQUE ARTISTS. ONE ICONIC INSPIRATION

FROM SEA TO SKIN

Our journey began when our founder, Dr. Max Huber, suffered burns in a lab accident and was inspired to create his own destiny. Aerospace Physicist by day, star-gazer and dreamer by night, he hoped to unlock the legendary healing powers of the sea he held so dear.

6,000 experiments and 12 years of searching led to the epiphany of a lifetime – a fermentation process that transformed sea kelp and other pure ingredients into **Miracle Broth™**, the cell-renewing elixir at the heart of every La Mer product.

LA MER BY SORRENTI

The sea's ever-changing limit is where La Mer's original healing journey began. It is where inspiration meets innovation. Where creativity meets craftsmanship. And where we return again and again on our never-ending quest for new discoveries.

This season, La Mer invites legendary fashion photographer **Mario Sorrenti** and his daughter, emerging talent **Gray Sorrenti**, to refashion the iconic Crème de la Mer jar design through their artistic lenses. In their first-ever collaboration together, the culture-driving father-daughter duo capture memories of countless summers spent by the sea in their own powerful visual and vocal narratives. Together, Mario and Gray launch La Mer's "Edge of the Sea" campaign with a compelling new interpretation of the Spirit of La Mer, anchored in their love of the ocean, La Mer's eternal muse.

Like La Mer, Mario's legendary fashion photography is classic yet modern, and known for its inimitable quality, while Gray has soared into the next crop of influential photographers who are making waves in fashion and art; her imagery evokes raw, youthful emotion and artistic expression in a quest for never-ending introspection.



Mario and Gray Sorrenti have created two limited edition Crème de la Mer jars, featuring a stunning splash of their unique black and white deco photography.

LA MER BY SORRENTI will be available from October 2019 at Paris 8, Parfuma and ICI PARIS XL.

LA MER BY SORRENTI retails for € 290,00.

ONE HEALER, FIVE TEXTURES

Crème de la Mer is the moisturizer that started it all. Renowned for its transformative powers, it helps heal dryness, infusing skin with all-day moisture. Today, La Mer's celebrated moisturizers may vary in texture, but one essential component remains the same: a powerful infusion of soothing **Miracle Broth**. These include:

- **Crème de la Mer** – Luxurious ultra-rich cream, the original soothing moisture miracle for natural radiance
- **The Moisturizing Cool Gel Cream** – Cools and calms with ultra-fresh comfort
- **The Moisturizing Soft Cream** – Supple cream, hydrates and comforts
- **The Moisturizing Matte Lotion** – Moisturizing yet matte, balances shine
- **The Moisturizing Soft Lotion** – Fresh, weightless lotion

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