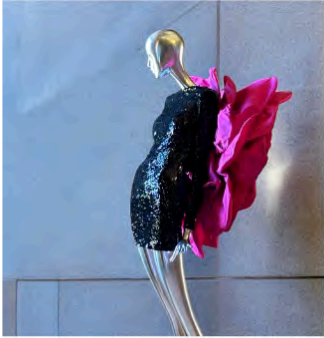
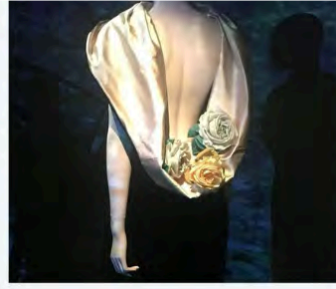
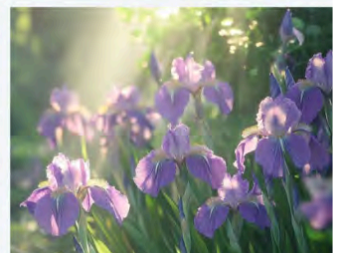
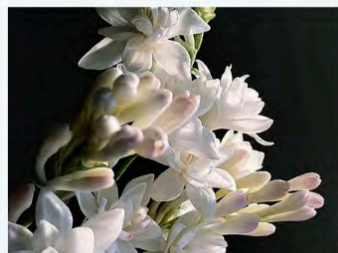
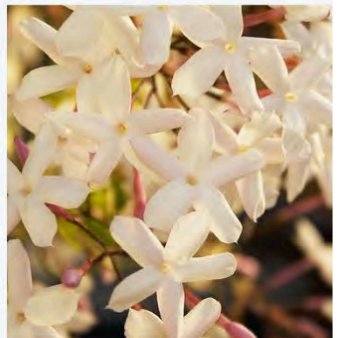
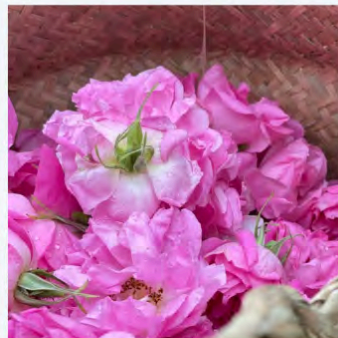


🇬🇧 Expo Rose -Thursday 8 to Sunday 11 May 2025



SONGE PARFUMÉ
DANS
UN JARDIN DE MODE



Songe parfumé dans un jardin de mode

To celebrate Expo rose, one of the city's major events, Denis Durand, director of its fashion school, and Claire Lonvaud, founder of Passion Nez – Cinquième Sens, have imagined an olfactory and visual journey. Each outfit, reflecting the talent and creativity of the young designers, will be associated with a fragrance that reveals a hidden facet, a delicate emotion. "Perfume is the invisible accessory that completes a silhouette, giving it a soul," confides Denis Durand, for whom this collaboration is an obvious choice.

Claire Lonvaud, for her part, emphasizes the importance of olfactory perception in the apprehension of fashion: "Perfumes have the power to transform our perception of clothes, to give them an emotional and memorial dimension".

This ephemeral exhibition is an invitation to rediscover fashion and perfume from a new angle, to be surprised by unexpected alliances and to enjoy an extraordinary sensory experience.

THE TEACHERS:

A FEW WORDS ABOUT CLAIRE LONVAUD...



Founder of 'Passion Nez', is fuelled by a quest for encounters. A chemical engineer and graduate of both ISIPCA and ESSEC, she has worked for brands and composition companies in France and abroad. In partnership with Cinquième Sens, in the heart of the historic centre of Grasse, she welcomes international professionals and individuals wishing to follow training courses. A founding member of Grasse Expertise, she also teaches at ISIPCA. Thanks to her 360° approach, which encompasses every aspect of perfume creation, from the idea to the finished product, including the search for suppliers, Claire accompanies a wide variety of projects.



CLAIRE LONVAUD

A FEW WORDS ABOUT DENIS DURAND...



DENIS DURAND

This grandson of a Lyonnais weaver was born in silk. Denis Durand started out in Paris as a costume designer for theatre and film. His passion for Haute Couture led him to open his own company after a period in the workshops of a prestigious Parisian couturier. From Paris to Lyon and then Cannes, Denis Durand has built up a real reputation among a demanding clientele for his creations in the pure tradition of Haute Couture.

For two years in 2018, the Musée des Soieries Bonnet (the world's leading collector's fabric collection) will be adding his creations to the collections of the Musées de France.



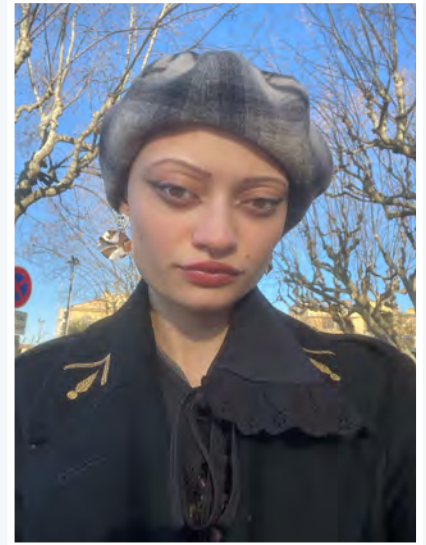
Renaissance de Diva

THE CREATIVE STYLIST



My dress is inspired by an evolving poem that explores the themes of tragic films. It is read from top to bottom, beginning with the black that submerges the woman, symbolising a tragic love story and a helpless woman in mourning.

Then, we witness the woman's gradual rebirth thanks to the brightness and vitality of the fuchsia that graces the bottom of the dress.



ANAÏS DAVID

In designing this dress, I was inspired by the dresses worn by Hollywood stars of the 50s, from Marilyn Monroe to Elizabeth Taylor. I was also inspired by Schiaparelli's large volumes, particularly for my sleeve, as well as contemporary designer Robert Wun's 'blood' embroidery on his bloody wedding dress. The pink of the dress is reminiscent of Elsa Schiaparelli's 'shocking' pink, often worn by Marilyn Monroe to shock and frighten. In my dress, the fuchsia symbolises the woman's vitality, her reborn feminine energy, contrasting with the black of the top of the dress, which evokes sadness and mourning for a past relationship.

It illustrates how she has transformed her grief into strength, arousing her feminine force and thus her own rebirth.

THE PERFUMER



TATIANA TRUNOVA

ttrunova@gmail.com

The opening of this fragrance is like a deep inspiration that frees the heart, the spicy rose that follows tells us that love is always possible, and the powerful gourmand and woody notes take us back into its world of seduction.

A Diva of the great cinematic century, a sophisticated inspiration, accustomed to the spotlight and admiring glances, hides deep in her heart an immense regret, a deep wound. She wants to forget it, she wants to rebirth...

This painful experience makes her even more sensual and seductive.



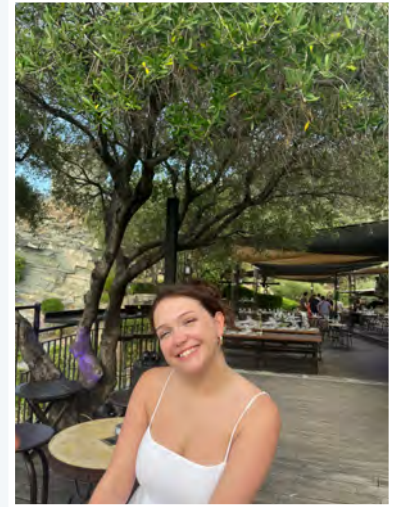
Nuit d'Alhambra

THE CREATIVE STYLIST



I imagined a dress that would take me far from my comfort zone, daring to explore a style that was unfamiliar to me.

I infused this creation with a discreet tribute to the flower: in the jewel that adorns its heart, in the softness of the chosen colour, in the very blossoming of its lines. I let myself be carried away by the interplay of shapes, sculpting a silhouette that is free and moving, almost alive.



AURORE DUCROZ

This dress also has a touch of the Orient about it, a light, whimsical evocation of Princess Jasmine, somewhere between daydreaming and timeless elegance.

It's an invitation to travel, between delicate flowers and tales of a thousand perfumes.

THE PERFUMER



INÈS BRULIN

@by_inesbrulin

It's like a fragrance of eternity... A long wander between the golden dunes and the echo of the distant ocean, under the arches of a sleeping palace, bathed in moonlight.

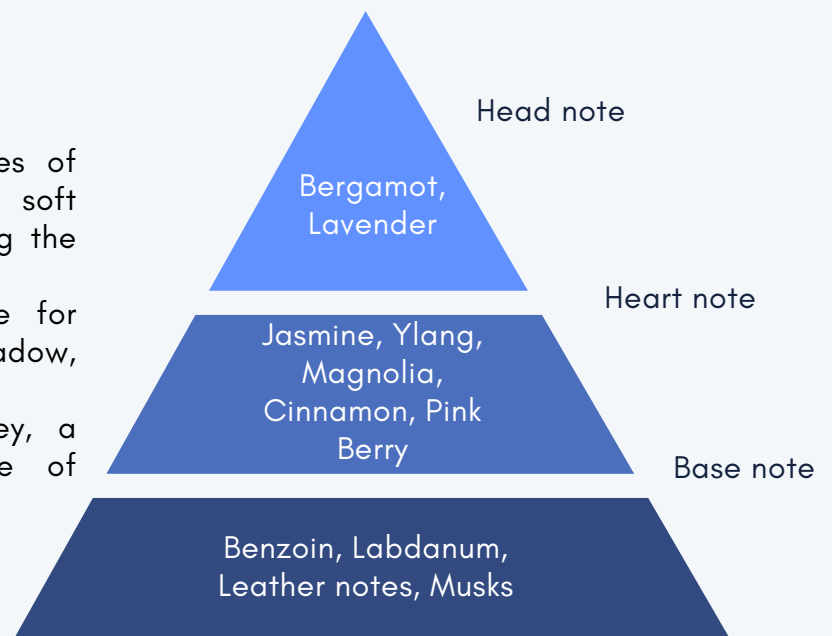
Bergamot and lavender lead the way, fresh and subtle, like the breeze of a starry night.

Then the heart warms up: a shower of jasmine, ylang-ylang and magnolia mingles with sweet spices - cinnamon and pink berry - gliding on a warm wind full of promise.

In the base notes, the resinous notes of benzoin and labdanum combine with soft leather and a veil of musk, enveloping the skin in a mysterious, sensual envelope.

Time seems suspended... It's a time for contemplation, between light and shadow, dream and matter.

Nuit d'Alhambra, an immobile journey, a breath from beyond... a fragrance of eternity.

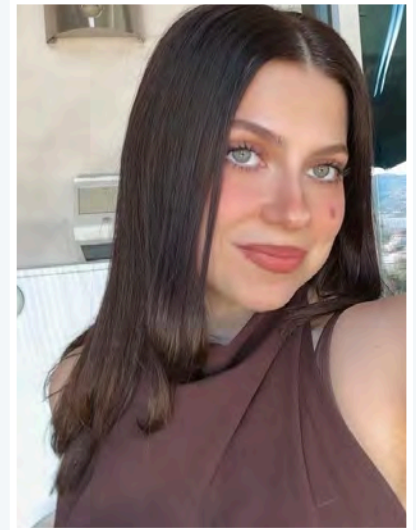


La Sakura

THE CREATIVE STYLIST



Cherry blossom is about beauty, life and death...
They are excessive...
They also show the incredible, ephemeral beauty of a tree in flower against a cloudless sky.
That's why I chose La Sakura.



CHLOË GILLET

Le huitième miracle: La rose de l'être

THE PERFUMER



NADINE KHOURY

There is a miracle that history has forgotten to write about: women.

She is not made of stone or legend, she is made of soft flesh, of inner light, of living mystery.

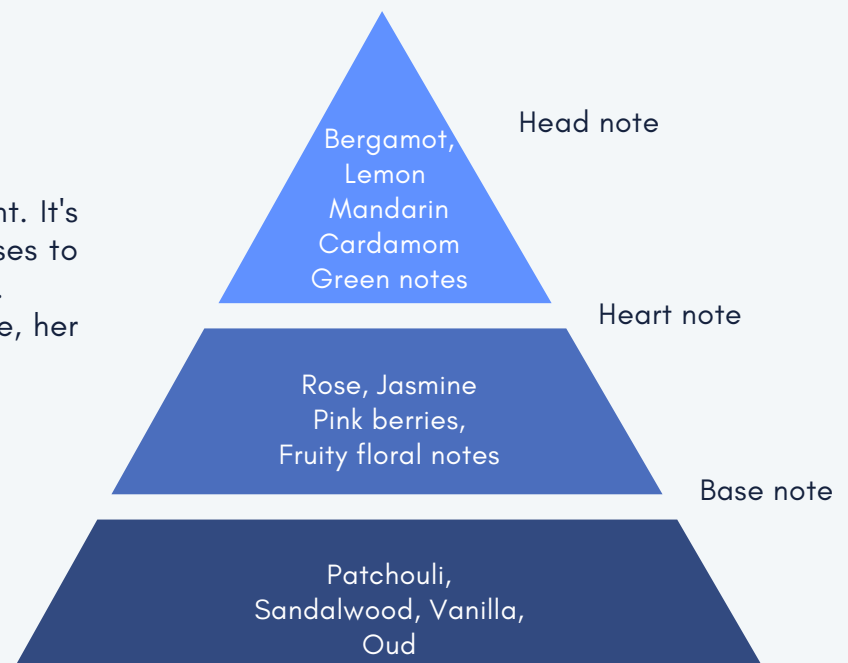
She is the bearer of life. She transforms pain into beauty, silence into dance, the invisible into strength.

She is the rose that opens even in the most arid lands. She is the fragrance that lingers, long after she has gone.

She is the garment of the world - a presence, an energy, a soul on the move.

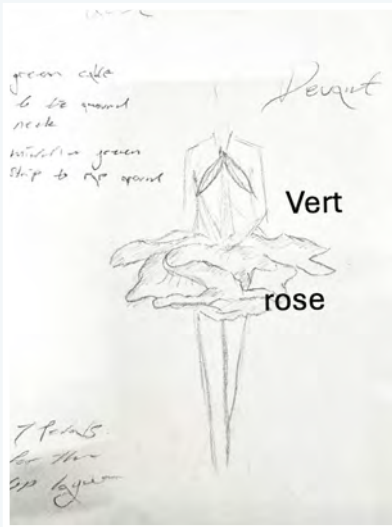
This fragrance is a celebration of her presence: an invisible case in which she can walk free, strong, gentle, whole.

The eighth miracle is not a monument. It's the woman herself - when she chooses to wear perfume as an act of gratitude. This perfume is her memory, her wake, her power. It is her. It is you. It is us.

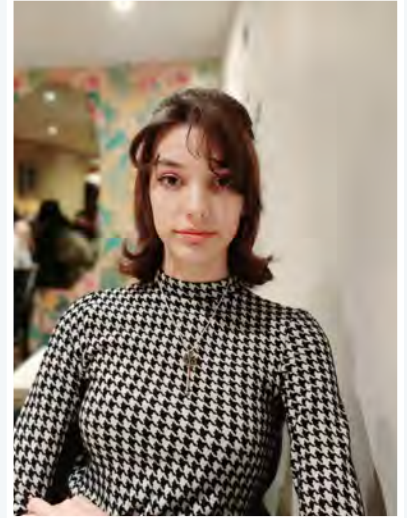


La rose qui va tomber

THE CREATIVE STYLIST



This dress was inspired by the last rose in the exhibition, in which I saw the flowers wither, rot and fall. I thought that the process of decomposition was perhaps more beautiful than the rose itself and I wanted to try and show the first stage of decomposition with this withered rose that had turned over.



EVELYN CROUCHER

Rose étoilée

THE PERFUMER

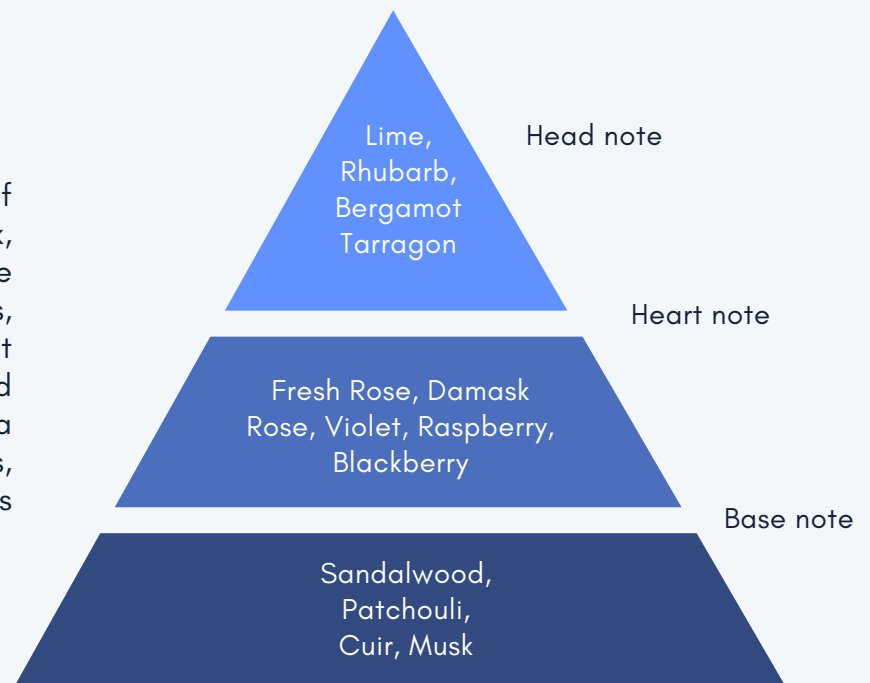


STÉPHANIE GOUYER-PETITEAU

@petite-eau-parfums

A tutu dress... a dream in pink and green for a young dance star. Fearless, sparkling, full of character... A floral, fruity and gourmand chypre fragrance, a tribute to her ardour and elegance. The zesty, sparkling notes of lime, rhubarb and bergamot, enveloped in the fresh, aniseed scent of tarragon, open the fragrance like a prelude to dancing, awakening the senses. Then, the heart reveals its tenderness: roses, the queen of flowers, unite with powdery, gourmand violet in a tender, passionate accord. A touch of fruity freshness, combining raspberry and blackberry, adds a sparkling lightness, recalling the joy and carefree spirit of youth.

Finally, the warm, sensual notes of sandalwood, patchouli and white musk, enveloped in vanilla and caramel, create a bewitching trail. Leathery notes, echoing the supple leather of ballet shoes, add a touch of sophistication and character, while oak moss and fir, a vibrant tribute to the green of the dress, bring depth and intensity to this olfactory symphony.

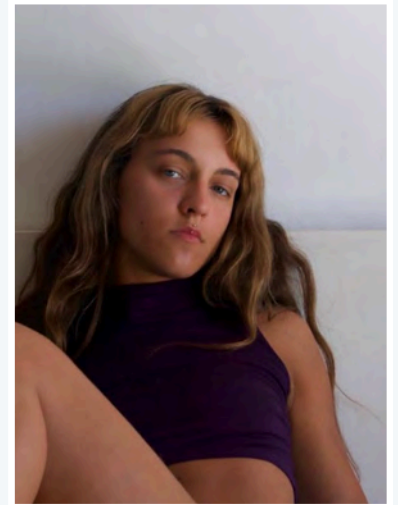


La vibration de la rose captive

THE CREATIVE STYLIST



Once upon a time, there was a rose that didn't just want to be admired. It dreamed of a new consciousness, of an existence where it could vibrate differently. Where its red radiance would no longer be confined to the living room chandelier, but would become a real force in motion. In this dress, it is embodied in a sculptural volume, swollen and supple. Its intense red is not just a tribute to nature, but a plunge into the history and symbolism of a colour that oscillates between passion and power, between life and death.



LOUISE BOURDELET

'Sometimes pure, sometimes impure, sometimes sacred, sometimes taboo, blood can be salvific and fertilising, just as it can be perilous and deadly', as Michel Pastoureau explores in 'Rouge, histoire d'une couleur' (Red, the history of a colour). This rose in movement is a colour, a garment. But in the course of its transformation, it too undergoes moments of trial. Three slits run through its structure: one in the centre, two in the sleeves. These are held together by ties, lines of force that tighten the tears. These slits are reminiscent of Lucio Fontana's radical gestures in his lacerated canvases, where the material is put to the test, where the red surface, appearing intense and powerful, can also be a territory of rupture. and at the end of each link, flowers float... Suspended like fragments of memory, echoes of a garden that refuses to disappear.

Captive

THE PERFUMER



MARIE H EL ENE ZOLLI

In harmony with the rose on the dress, we witness the transformation of the woman, who vibrates and discovers her inner strength.

This fragrance reflects the stages of her new life. She asserts herself with radiance and embodies herself with it. It awakens the senses from the first tonic, lemony notes, while the fruity accents of raspberry are supported by direct, intriguing cardamom.

At the heart of this fragrance, intense natural rose unfolds, combining delicacy and power.

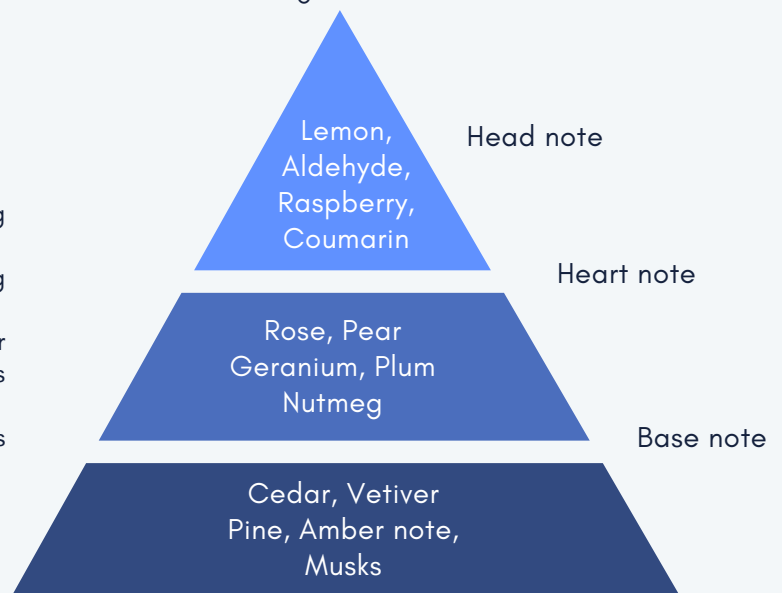
Its spicy, peppery nuances accompany the movement, creating a fascinating duality, making this rose both fertile and dangerous.

Nutmeg and plum, both comforting, add a bewitching depth. The vibrancy of the rose is amplified.

The base notes are filled to the brim with enveloping musks.

Vetiver, a damp wood, and cedar, a dry wood, anchor the fragrance in elegant sensuality. Their duality is linked by a firm, gourmand balsam.

This simple, long-lasting, invigorating bond envelops the wearer in a natural, captivating aura.



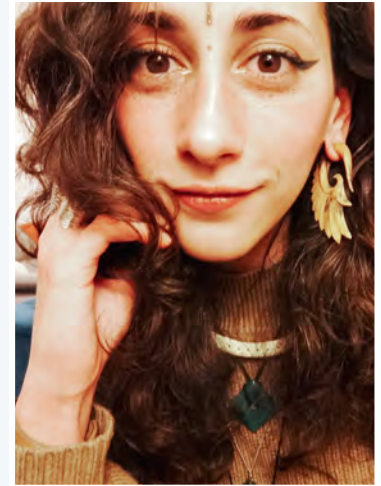
Eros

THE CREATIVE STYLIST



When I imagined my dress, my first objective was to confront two colours that are opposites but complement each other: a dark red and a pastel turquoise blue. It was important to me to mix two colours with strong symbolic meanings:

Red, the symbol of strength in passion and desire. A blazing fire that burns and can't easily be extinguished.



MARIE POUJADE

Pastel turquoise blue, the symbol of strength in wisdom, purity, calm and tranquillity. All represented by the fluidity and softness of the water. With the wings on the back, there's an extra symbolism: enchantment and the freedom to believe. The shape and colours of the dress are also part of my representation of the Woman Child, who is often forgotten as being herself, a paradox of complementarity in a world where Hope can be her only essence.

THE PERFUMER



REYHANEH FOYOUZI-YOUSSEFI

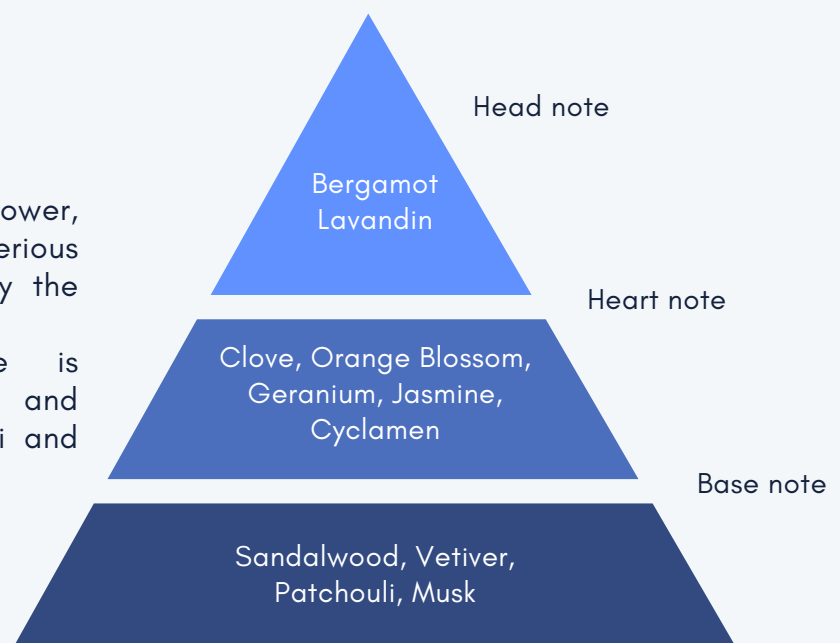
@essence_perfumery

The sensual fragrance of jasmine flower, as well as the refined and mysterious smell of cyclamen flower intensify the sensuality of love and passion.

At the end, the fragrance is complemented by earthy, woody and elegant notes of vetiver patchouli and musk.

To create this fragrance, I was inspired by a woman who flies freely like a butterfly over the woods, wearing an elegant red-turquoise dress. She is passionate and full of joy.

The fragrance opens with a burst of bergamot and clove bringing freshness and lightness. The aromatic and spicy floral notes of lavandin and Geranium in combination with sweet and spicy facets of orange blossom emphasized the freshness of the creation.



Hanami

THE CREATIVE STYLIST



In the Land of the Rising Sun, this ancient and poetic custom celebrates the blossoming of flowers.

"HANAMI" is the traditional Japanese custom of appreciating the beauty of flowers.

I wanted to pay tribute to this culture by painting the kimono with a hundred roses of all colours to symbolise love, respect, purity, enthusiasm and desire.



MARIE-LAURE HUCHE

A bit of poetry by Paul Verlaine: "The faint smell of roses, thanks to the light summer wind that passes by, mingles with the perfumes she has put on."

A blend of the art of painting, the art of textiles, the art of poetry and the art of contemplation.

Damask Impériale

THE PERFUMER



MARIANA OCCELI

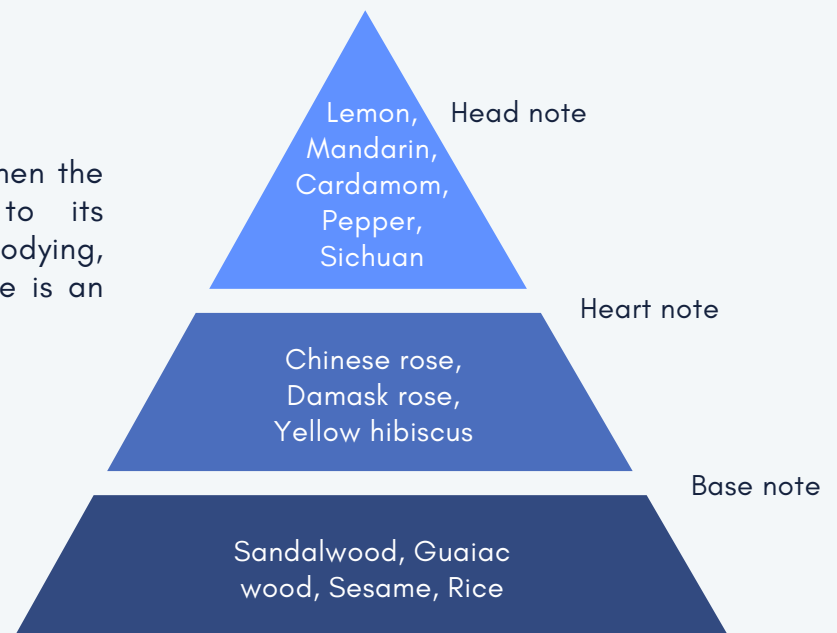
Inspired by the eternal name of Damask. Representing beauty, richness and complexity.

The fragrance incorporates the concept of Damaskan rose and the Damask fabric.

A textile used by royalty during the Chinese Dynasty, and the blooming flower celebrated in its stimulating power and aphrodisiac properties.

It is a story of a woman becoming. The fragrance carries a powerful aura riddled with intrigue. A blend of spice, tart and sweet nuances at the top, paving way to the full heart of roses and its floral delicacy.

The woods in the fragrance strengthen the connection, rooting the base to its decadent finish. Its warmth is embodying, edible and addictive. This fragrance is an eternal recall of the rose.



La Pianiste

THE CREATIVE STYLIST



Showcased at the heart of the arts-themed Rose 2025 exhibition in Grasse, this Piano dress combines the musical elegance of the 5th art with floral poetry. This haute couture dress, which I have christened 'The Pianist', fuses music and fashion in bewitching harmony.

Made from high quality fabrics, with a deep black satin top and an illusion back, its mermaid silhouette delicately hugs the body before flaring out into godets.



PHILIPPE JEAN

From the asymmetry alternate strips of crepe and satin in 2 colours evoking the keyboard of the instrument: ebony and ivory. This is sewn with extreme attention to detail and finish, using time-consuming manual techniques. This dress is an ode to virtuosity: a visual hymn to the classical concert, a garment that plays its own score. This unique piece has been designed as a tribute to Grasse, the capital of perfume and flowers, where the art of textiles and the art of plants meet in graceful harmony.

À deux temps

THE PERFUMER



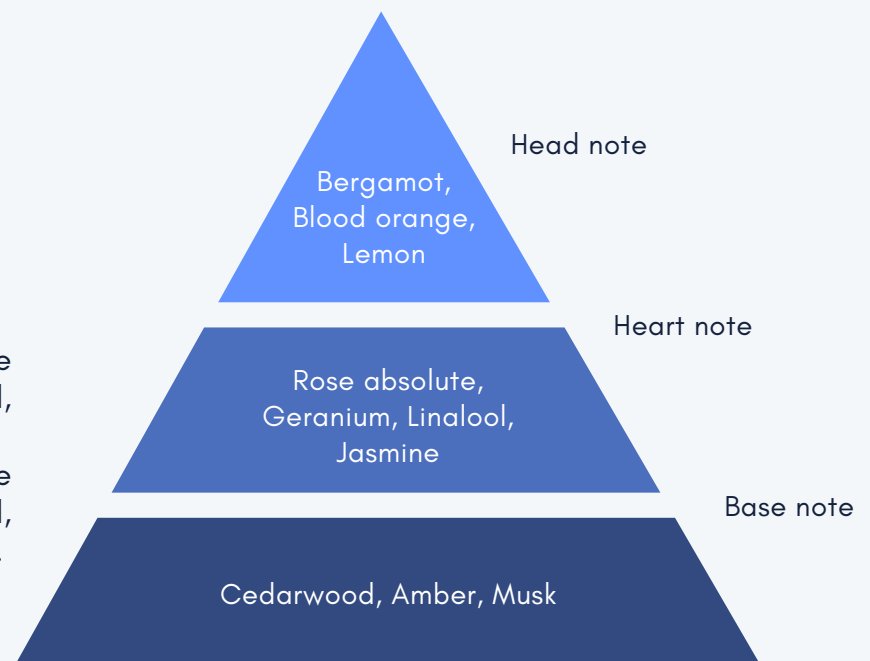
MISIA O'

@misiaophotography

A couture fragrance woven like a piano duet - each ingredient playing its own note between shadow and radiance.

Vibrant citrus fruits - bergamot, blood orange, lemon - open like a lively melody on ivory.

Then come accords of rose, light woods and modern musks, sewn into the black depths of velvet.



Between tension and grace, these ingredients create a graphic, refined, almost musical trail.

Like the dress it wears, this fragrance plays on couture contrasts - structured, sensual and resolutely black and white.

Undisclosed Desires

THE CREATIVE STYLIST



Inspired by Muse's song, this creation is the stage for a tension: the one of a heart yearning to open without being hurt, of a soul longing to be seen without being consumed. Trimmed with almost threatening foliage and blazing roses, it wraps around the body like a vow. It reflects a being whispering: "I want to reconcile the violence in your heart, I want to recognize your beauty is not just a mask." Every curve of the fabric seeks to soothe the scars of a heart yearning to be understood, to be loved beyond appearances and a beauty that is both mesmerizing and entrapping.



SALOMÉ GYSS

The stems rising along the back become the extension of a deep need, an invisible thread reaching to extract buried pain and transform it into an adornment of resilience and beauty: "I want to exorcise the demons from your past, I want to satisfy the undisclosed desires in your heart." The dress embraces the body with restrained, almost secret sensuality, as if each red flower whispered a hidden desire—never confessed, yet intensely present. This refrain turns the dress into a vessel for the unspeakable. An offering of softness to the shadows, a hand reaching for inner light. It does not shield—it reveals. It does not conceal—it unveils what burns in silence.

Bella and Biesty

THE PERFUMER



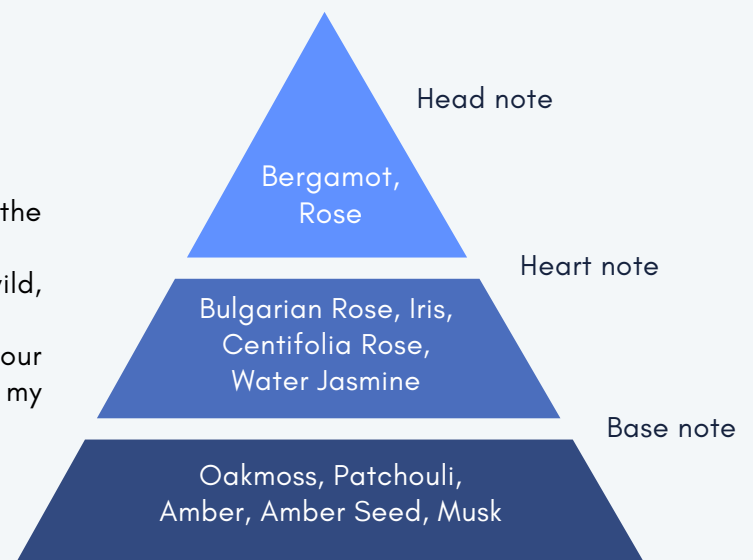
NATHALIE SCHIMT

I am a fragrance inhabited by Beauty with a hint of Beast: Love, Passion, Sweetness, Flowers and Fruits, Leaves and Roots, Wood and Seeds, everything is mixed together, everything is linked. I am to Beauty what Beauty is to her father, what Beauty is to her Beast. For the love of her father, Bella went, To abandon herself to the Beast, For the love of her Beast, Bella carried me, I am her reflection... Bella's sweetness, a Vanilla in my Heart, White Musk in Roundness, in Homage to her sweet Whiteness. White flowers are linked to her innocence and purity.

The Passion of Bella, the intuitions of the Beauty: the deep root of Iris, the fleshiness of Rose.

The Presence of the Beast: woody scents soaked in wild, fruity rum, patchouli and cedar combined.

I offer you my thought: 'You can only feel good with your heart' ... to understand me, come and read between my lines, feel between my words ...



Elixir de Grasse

THE CREATIVE STYLIST



Created and presented for the Best Regional Costume competition at Miss France, this costume embodies the soul and ancestral craftsmanship of Grasse, the world's perfume capital. Inspired by a copper still, the dress symbolizes the art of distillation. Metallic spirals rise, supporting cascades of centifolia roses—iconic flowers of the region—like fragrances suspended in the air, a perfume in the making.



SALOME GYSS

Blending craftsmanship, tradition, and visual poetry, this creation pays tribute to the unrivaled expertise of Grasse.

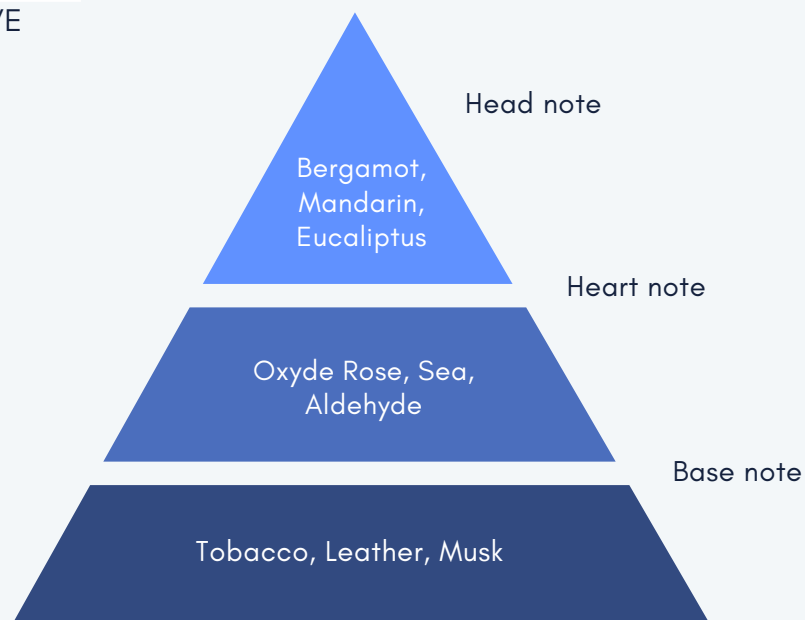
Nevrose

THE PERFUMER



BORIS CAZENAVE

- Oh dear, it's so hot! A real sauna! I can't take it anymore!
- You said it! I'm in water! Leather keeps you warm!
- Does anyone have any chewing gum?
- Yes! Me ... Catch!
- Thank you. The weather's too nice. I don't know about you girls but I'd like to go and dip my petals in the sea?
- Oh yes!!!! What a great idea! With a little cigarette?
- Haven't you had enough smoke today?
- Pfffff!
- I've got too many thorns! I'm not coming!
- Don't be such a daisy!
- Is that it? Let's look at life in the pink! Off we go ...

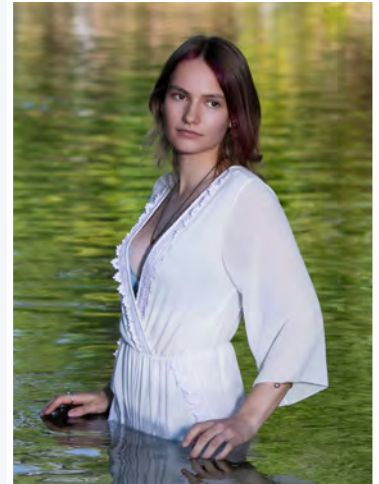


Rosa Bellum

THE CREATIVE STYLIST



A dress inspired by the Goddesses of Greek Antiquity, in a wild silk with capricious reflections, as if caressed by the winds of Olympus. It is adorned with precious braids and fine chains, gilded like the rays of a setting sun. There's an unexpected touch: brightly coloured roses, magnificent but cruel, with sharp teeth peeking out between their petals.



SIBYLLE MAURICE

As for the wearer... she remains a mystery, a being shaped by your own imagination.

CruElle

THE PERFUMER



ALEXANDRA BIANCO

@euodiafragrances

CruElle is the fragrance of this fantastic goddess, born of a world that no longer exists, or perhaps does not yet exist.

Her presence is a spell: fig bursting with light, skin warmed by musk and leather, carnal flower...

And in her wake, shadows - those of incense, earthy notes, a spicy mystery that never really lets itself be grasped.

I wanted it to be sunny, animalic, mystical.



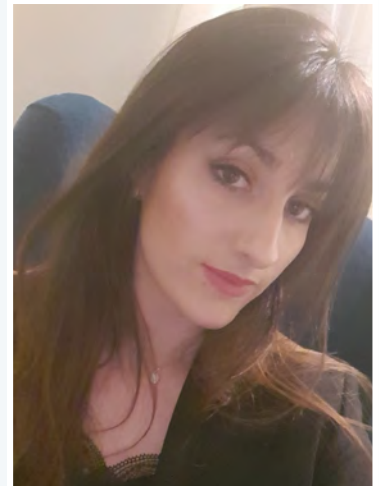
Dans le coeur de Lily

THE CREATIVE STYLIST



A dress, a fragrance... and the soul of Grasse. This dress is an ode to femininity, a caress woven in homage to the city of Grasse.

Made from a raw, precious old linen, it evokes the sheets of yesteryear, bearers of memory and softness. As soon as you brush against it, Provence awakens... Its romantic cut reveals the delicacy of a bust, the tender curve of shoulders. The fine, lively embroidery tells the story of the region's emblematic flowers: the Centifolia rose, the violet, the lavender, the mimosa...



CHARLOTTE DESCHINO

The dress is illuminated by a painting in homage to Jean-Honoré Fragonard, sketching his Provençal bastide, bathed in light, like a painting suspended in time. Our collaboration was born of a shared vision of Lily, our muse, running freely through the fields in bloom one summer afternoon. Carefree and happy, she embodies the perfect moment when dress and fragrance come together. Close your eyes and breathe. Let Lily's heart whisper her secret to you.

THE PERFUMER



MANON ARNAUD

@parfumeurfauve

Hair loose in the wind,
And a dazzling, sunny smile.

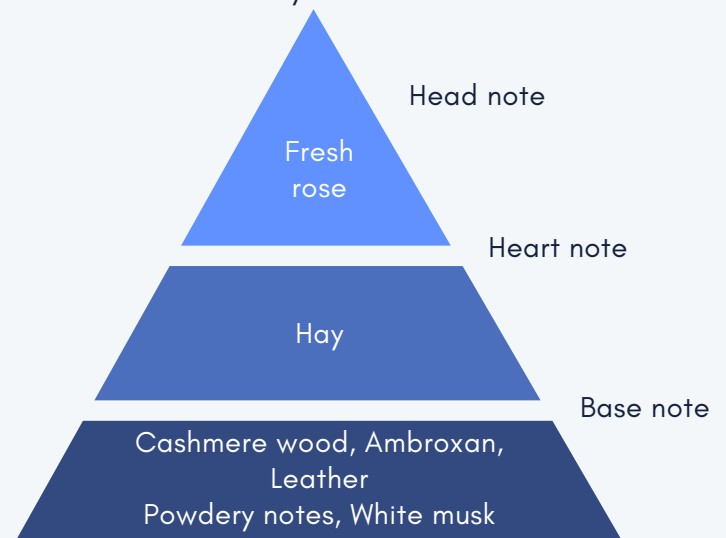
In your heart Lily,
There is the simplicity of life,
The joy of being a child.

The joy of living,
To the rhythm of nature in full bloom.

Your heart is the rising sun,
Beating the drum of life.

Your azure eyes,
Without shadow or cloud,
Lead us towards this ocean-wave
The garden of your heart.

In Lily's heart,
There's morning dew,
Soft and powdery as sorrow,
Blown away in the midday sun.
Fresh roses,
And dazzling jasmynes,
Summer suns,
And mad runs in the hay.
Mysterious flowers,
And laughing lavender,
Cicadas at the top of their voices,
And beautiful violets in celebration.
Sweet memories of yesteryear,
Linen and muddy boots.



Le coeur d'une rose

THE CREATIVE STYLIST & TEACHER



Drawing: Salomé GYSS

Like a secret whispered in the heart of a forbidden garden, the silhouette rises majestically.

The dress embodies the blossoming of the black velvet lady in the heart of a rose: a birth that is both delicate and powerful.

The fabric embraces the forms with fluidity, a sculptural column that blooms at the shoulders like two sumptuous petals in full bloom.



DENIS DURAND

The airy volumes contrast with the pure lines of the body, evoking the delicacy of a rare and mysterious black rosebud. With every movement, the material seems to breathe, to vibrate, telling the story of an indomitable, bewitching beauty. A creation where the softness of velvet meets the power of dreams, created by a woman who is herself a masterpiece of nature.

THE PERFUMER & TEACHER



CLAIRE LONVAUD

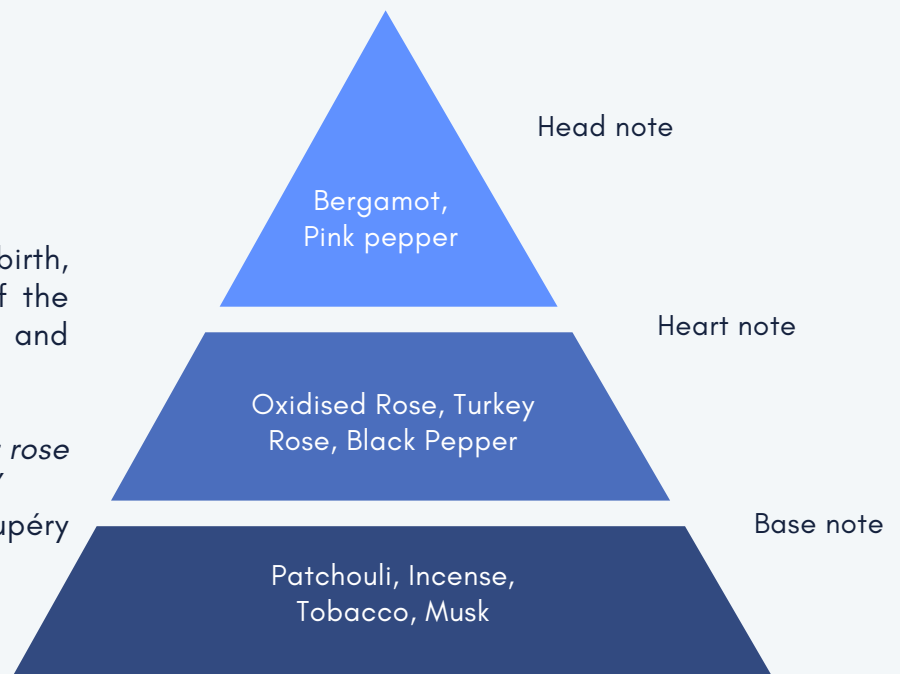
@passionnez

A vibrant breeze crosses the night: a secret rose awakens in the shadows. From the very first notes, the luminous sparkle of bergamot collides with the biting bite of pink pepper, like a shiver of audacity on the skin. In the heart, rose reveals all its depth: oxidised, burning, carnal, jostled by the intensity of black pepper. An indomitable femininity emerges, wild and hypnotic. Then comes the final blaze: patchouli, incense and tobacco melt into a dense, magnetic trail, rounded off by the softness of musk.

A perfume of night, mystery and rebirth, where each note tells the story of the blossoming of a fragile, beautiful and unalterable force.

"It's the time you've wasted on your rose that makes your rose so important."

-Antoine de Saint-Exupéry



En collaboration avec:

PassionNez
CONSEIL & FORMATION EN PARFUMERIE



DD
DENIS DURAND ACADEMIE
école de mode et de couture

