



HAYARI  
PARIS

PRESS RELEASE  
NEW OUD





NEW  
OUD

HAYARI  
PARIS



## PRESS RELEASE NEW OUD

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### INSPIRATION

After a triptych of female fragrances, a diptych of male fragrances and a triptych of mixed fragrances around the Rose, Nabil HAYARI and Hugues ALARD are very pleased to unveil a new chapter in the history of the house HAYARI PARIS with the creation of **NEW OUD**.

To complete his perfume collections and offer a real blend between East and West, HAYARI PARIS found its inspiration from Sheherazade's *One Thousand and One Nights* tales, which used to fascinate the sultan every evening before he fell into sleep. Thus, we imagine the queen wearing an exquisite cocktail dress with **a few drops of a mysterious woody smell**. Likewise, we visualize with great delight the strong and naughty Aladdin, spreading on town a few drops of this same fragrance.

Nabil Hayari also wished to bring out **a sweet orange blossom scent, tender souvenir of his childhood's garden** where orange trees used to bloom under the golden sun.

To finish, the tuberose partners with oud wood in order to make this dream into a **contemporary perfume**. Since the XVIth century, this flower's particular smell captivates perfumers and artists. Zola even declares in *Nana* that « when tuberose decompose, they have a human smell », hence their enigmatic and captivating scent. Indeed, even after they have been gathered, tuberose flowers continue to diffuse their smell.

The sophisticated 12 facets perfume bottle with the Hayari's H engraved at the back and the squared glass cap were designed by Sylvie de France.

*New Oud is a sensual perfume created around a seductive, rich and powerful oud contrasting with a green and fresh tuberose*

Cécile Zarokian







Eau de Parfum (20%) 100 ml/3.4oz, 176€

## THE PERFUME

The first inspiration of this mixed perfume is the collection of female fragrances dedicated to white flowers. This time, the **tuberose** appears, fascinating, powerful and enigmatic. Its intoxicating and alluring scents bring a **fresh start** to the travel invitation of this new opus introduced by the designer.

The floral and vegetal aspects of the tuberose, the green resin, offer an **olfactive dream** both in contrast and in harmony with the orange blossom notes, creamy and fruity. It is this bright wake that opens the door to the following trip, that boards to **leathery and animal oud notes**. This blend of oud and tuberose is **a first in perfumery**, hence the name of the perfume « **NEW OUD** ».

This walk and homage to the East created in collaboration with **Cécile Zarokian** transports you to a sacred meditation in which the oud essences mixed with the spicy notes of saffron express an ultimate refinement.

Wearing **NEW OUD** is asserting the rich and subtle dimension of one's personality, an invitation to eternal life, an oriental interpretation of French savoir-faire.



## INGREDIENTS



### Oud

*Sensual, warm, mystical*

This ingredient appears when the agar tree is infected with a particular mould. In order to protect itself, the tree produces a resin that changes the wood color (from pale to dark brown), emanating an agreeable and surprising smell.



### Tuberose

*Heady, persistent, round*

During the Renaissance in Italy, its perfume used to be considered erotic. Therefore, unmarried girls were forbidden to walk through the tuberose gardens, their smell being so intoxicating that they risked to be attracted by the young men hanging around the area.

### Orange blossom

*Sweet, pure, soothing*

The sweetness of its smell and the pure beauty of its petals intoxicate senses since Antiquity. At the time, they traditionally adorned the headdress of young brides.



### Patchouli

*Powerful, woody, smoky*

During the XIXth century, the cashmere shawls sold to parisian ladies were imported from India and transported in patchouli leaves. Women loved the smell. Ever since, perfumers charm them with a few drops of patchouli in their creations.



Just as he turns sumptuous fabrics into flowers, Nabil Hayari has naturally turned flowers into fragrances... and fragrances into muses





# NEW OUD

**Notes de tête:** Fleur d'Oranger,  
Bigarade, Petit Grain

**Top notes:** Orange Blossom,  
Bigarade, Petit Grain

**Notes de cœur:** Oud,  
Tubéreuse, Safran

**Heart notes:** Oud,  
Tuberose, Saffron

**Notes de fond:** Patchouli,  
Papyrus, Vetiver, Cade

**Base notes:** Patchouli,  
Papyrus, Vetiver, Cade



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## PERFUME COLLECTIONS – WOMEN PERFUMES

### THE INSPIRATION... unique fragrances for outstanding women

Like the women behind the inspiration the subtle, elegant and sensual scents featured in the HAYARI PARIS fragrance collection draw on passion, seduction and mystery.

Encouraged by his old accomplice, Hugues Alard, who has always been in love with and evolved in the perfumery world, the tantalizing world of HAYARI has become even more fascinating with the addition of fragrances celebrating love and the delicious complexity of women.

A perfume is said to reveal one's personality and it is quite naturally that Nabil and Hugues drew their inspiration from women to create subtle, elegant and sensual fragrances embodying the various facets of their personality: passionate, seductive and mysterious in turns.

Whether floral, woody or oriental, the scents composing Hayari's inspired fragrances result from rare essences which have been assembled in the purest French Perfume tradition and savoir-faire.

Top, middle and base notes of delicate flowers, precious woods or sweet and tangy fruits fully embody women's irresistible charms.

### THE COLLECTION...

"Nothing less than iconic fragrances... Alluring, intriguing, exquisite, timeless, HAYARI PARIS ' trio of handcrafted floral fragrances showcases an appealing blend of classic and contemporary sophistication" symbolizing luxury, femininity and contentment.

Odes of love, mind visions of Parisian Ultra Chic lifestyle, the fragrances find their inspiration in the elegance and glamour of HAYARI PARIS couture designs and, much like a collection of fine jewellery adorning a woman' style, become ultimate accessories to an elegant feminine look.

The fragrances' 12-facets numbered bottles, assembled to couture standards and cradled in a unique blossoming case, express the harmony between the opulence of a jewel and the fragility of a flower and reflect the luxury and exclusivity of the scents.

**ONLY FOR HER, Broderie** and **GOLDY** celebrate the personality, femininity and sensuality of women. Floral, slightly oriental, composed of natural raw materials of an exceptional quality, these fragrances are long lasting, sensual, exhilarating...

**Let your true self shine through with these fragrant blends and reveal both the powerful and vulnerable sides of your personality.**







ONLY FOR HER

HAYARI  
PARIS

*Broderie*

HAYARI  
PARIS

GOLDY

HAYARI  
PARIS

ONLY FOR HER

*Broderie*

HAYARI

GOLDY

HAYARI



## PERFUME COLLECTIONS – MEN PERFUMES

Intriguing, exquisite, timeless... HAYARI PARIS' diptych of handcrafted fragrances for men has been developed in collaboration with women, who have themselves fallen under their attractive and seductive spell.

**Confronting and combining wood with leather to express the two sides of one's personality**, the duo unveils two sets of emotions as both perfumes notes unravel and intertwine.

As an echo to the ever so glamorously Parisian ONLY FOR HER, HAYARI PARIS' first fragrance for women, **ONLY FOR HIM's** woody and smoky exhalations embody the most elegant Parisian dandy and transport the senses into the luxuriously hushed universe of gaïac wood.

As a bouquet offered to the loved one, the sensuality and tenderness of the white flowers (lily of the valley and jasmine) inspires a chic and festive seductive dance.

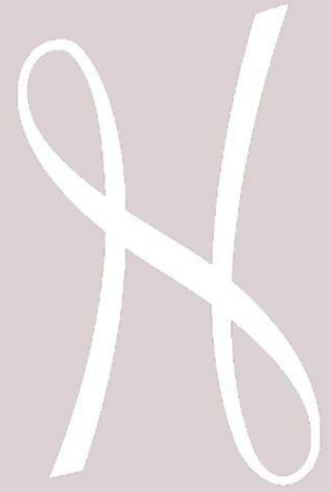
Lucky charm, symbol of love and tradition, the lily of the valley responds to the bergamot to transport you to the Café de Flore's terrace, in the legendary Saint-Germain des Près Quarter of Paris, for a romantic cup of Earl Grey.

Then Nabil Hayari developed **Le Paradis de l'Homme** in collaboration with Dorothé Piot, blending leather, musk and sandalwood to compose contemporary, masculine, yet tender notes while cedar wood and vetiver scents evoke the luxuriant gardens of Eden or Nabil Hayari's beloved Atlas mountains- and drape them in oak moss and patchouli for more chic and chypre.

Note after note, touch after touch, Le Paradis de l'Homme embodies contemporary men, their strength, their love and sensuality... and offers them a supreme sense of well-being, of harmony and serendipity.







HAYARI  
PARFUMS

PARIS  
PABIS

P A B E U W S  
HAYARI





## PERFUME COLLECTIONS – MIXED PERFUMES AROUND THE ROSE

Often associated with a more feminine range of perfumes, we really wanted to introduce three fragrances with contradictory aspects that would allow for everyone to wear them.

The language of flowers is a universal one in which the rose, with its petals as velvety as the texture of our skin and its intoxicating essences as overpowering as the strong and impetuous impulses of our heart, can express a wide range of emotions from simple to complex. Our three fragrances represent three facets of the rose that we wanted **full of symbolism**.

We first decided to begin working on the authentic Rose de Mai (or Rosa × Centifolia), cultivated in Grasse, because it is the most pure concentration of the essence of a rose.

Under the name **Rose CHIC** one finds pure rose absolute and hints of equally sought after ingredients that help in highlighting the most secret aspect of the rose.

Secondly, we wanted to express the different facets of love, especially dangerous and spicy love between people who inspired us for the olfactory pyramid of this creation. This is why we created a spicier rose and gave the name **Amour ELEGANT** to this fragrance.

It is through Sidonie Lancesseur, nose at Robertet and her work that we were able to bring all these different notes into harmony. The last aspect that we wanted to present is that of an amber colored rose, a flaming multifaceted rose, expressed through a blend of ingredients and the corresponding fragrance name, also the result of a mix of words: **FeHOM** a perfume that can be worn by both Men and Women (Femme and Homme in French).

Finally, again with the most perfect finish in mind, we wanted to encapsulate these fragrances in our bottles with the **"H" engraved as usual, only this time on colored varnish so as to preserve the privacy of our fragrances**.

These bottles are nestled in a flower-shaped box to better represent this triptych **rose perfume collection**.









## SYLVIE de FRANCE ABOUT THE NEW 100ML PERFUME BOTTLE HAYARI PARIS

« In order to convey HAYARI Paris couture standards, it seemed important to sublimate materials.

The quality and thickness of the glass are essential to the refinement of a perfume bottle. They must reflect the beautiful details and brightness of the facets and create that "crystal" effect... to achieve elegance and sophistication.

Engraving HAYARI Paris' seal marks the bottle out and meets niche-perfumery high standards of luxury, defining the brand as a modern classic.

I like to think that Nabil Hayari's work, as a couture designer, is not so different from mine. Although we obviously use different techniques, our pursuit of excellence and aesthetics through lines and materials is very similar. We both need to convey an emotion, elegance, beauty and sophistication.

I drew my inspiration from various sources and quite naturally started off by immersing myself in Nabil Hayari's couture universe. I then gently drifted to architecture, sculpture and jewelry works of art... I know it seems quite a broad spectrum but it's essential to the creation process.

The bottle is closely related to the fragrances, both a container and a content at once... As spells of fragrance exhale from the bottle, the latter remains, reminiscent of their smell and history, wonderful and captivating. »

**Sylvie de France**



## INTERVIEW OF NABIL HAYARI AND HUGUES ALARD – THE NEW BOTTLE 100ML OF FRAGRANCES

### **Why a 100ml/3.4oz bottle?**

Following the success of our 50ml/1.7oz perfumes we wished to take HAYARI Paris' values and couture standards a step further in terms of French sophistication and luxury, while launching a line of "Eaux de Parfums" (15%) of our perfumes (18%) ONLY FOR HER, Broderie and GOLDY. We aimed at offering a day-wear version of our fragrances while preserving their sensual couture touch.

### **Why a new bottle design?**

We seized this opportunity to redesign the bottle so that it conveyed HAYARI Paris' couture identity even further. The 12 facets of the bottle are even more elegant and sophisticated than before and HAYARI Paris' seal ("H") has been engraved on the bottle. Nabil Hayari and I have entirely redesigned the cap: its golden color, 12-facets and HAYARI Paris' seal and frieze express the opulence of our exclusive fragrances.

### **Why did you choose to collaborate with Sylvie de France?**

We came to meet Sylvie de France in our pursuit of refinement and sophistication, as her expertise and taste in fragrance bottle design reflects our couture standards. Our specifications were quite clear: to preserve the 12-facets overall shape of the 50ml/1.7oz perfume bottle –to express the opulence of a jewel while illustrating the HAYARI woman many traits of personality- and integrate HAYARI' seal /stamp within the glass. Obviously, the glass' highest standards in terms of thickness, cutting and engraving played a tremendous part in the elegance of the bottles and the refinement of our precious fragrances.

## HAYARI PARIS' GATEFOLD OPENING PACKAGING

Each of HAYARI PARIS' exceptional bottles of exclusive perfumes is preciously held in a « gatefold opening package » matching the white gold, pink gold or yellow gold robe of the fragrance it is filled with.

The "gatefold" opening was inspired by a blooming flower revealing a golden beauty. Like a jewel, the bottle appears as a centre piece surrounded by a white and gold color scheme.

Both an oniric and technical prowess, HAYARI Paris' bottle cases have captivated the attention of the jury of the **CITY (Cosmetic Innovator of The Year) Awards**, organized by the ICMAD last September. The five renowned judges and experts from the beauty, design, and marketing -Ron Robinson, Maria Corbiscello, Jerome Bérard, David Lyon, and Laura Kenney, editor in chief of YouBeauty.com- have given HAYARI PARIS the **Members' Choice Package Design Award** for the design of its perfume cases.



Package Design CITY Award, ICMA







## NABIL HAYARI AMBASSADOR OF PARISIAN ELEGANCE

- **Nabil Hayari** is the youngest of a large Algerian-French-Lebanese family. His passion for couture starts at an early age as he begins drawing and creating embroidery designs with his grand-mother as a child.
- In 1997 he moves to Lyon to study at the prestigious « Sup de Mode » fashion school, coming out first of his year only four years later with the presentation of a stunning collection which attracts the interest of both the « **École de la Chambre Syndicale de la Haute Couture** » and a local couture brand who employs him as fashion stylist and designer straight away. In 2004, he moves to Paris to become the artistic director of a renowned couture house.
- In 2009, the launching of his **own couture label HAYARI Paris changes his destiny**. At the heart of Paris couture golden triangle, 3 avenue Matignon, he creates unique and exclusive gowns and wedding dresses, in the **purest French couture tradition**, all Made in France. He designs men's and women's universe with his accessories and perfumes. This universe of creations allays his **hunger for discoveries and new experiences**.
- He presents his **made-to-measure** designs for the first time that year at the Moscow Fashion Week, then Los Angeles, New York and the Middle East.
- After extending all around the world, 2014 marks the opening of the **first flagship boutique in Paris Saint Germain des Prés**, a **charming, refined** and **luxurious Parisian environment** dedicated to HAYARI PARIS Perfumes and Fashion Accessories
- Nabil Hayari now **lives between Paris and Los Angeles** where he dresses women with his unique creations as well as advises them on how to look stunning for the night. He also makes appearances on TV channels such as Fashion TV or reality shows. He is involved in many **charity events** such as the **Monaco Amber Lounge** and frequently participates in auctions benefiting the **American Heart Association** and the **Children's Hospital Los Angeles**.



NABIL HAYARI'S ACQUAINTANCES



Actress Viola Davis,  
*How to Get Away  
with Murder*



Actress  
Clare Bowen, *Nashville*



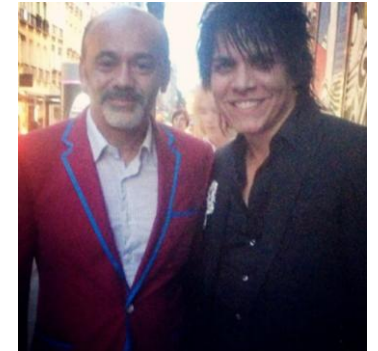
Designer  
Chantal Thomass



Actress  
Mélanie Griffith



Model  
Heidi Klum



Designer  
Christian Louboutin



Angelina Joli's father Jon  
Voight and Tippi Hedren,  
Mélanie Griffith's mother



Singer Diese



TV Presentor  
Bilal Al Arabi



Actor Jimmy Jean-Louis  
alias Toussaint  
in the movie *JOY*



Madonna's dancer  
Brahim Zaibat



Designer Slava Zaitsev



## COLLECTIONS INSPIRATION

*Glamour, Femininity, Beauty, Luxury*

- As a keen observer of the world around him, Nabil Hayari nourishes himself with the encounters he makes. After a time for listening and reflection, he brings to light women's unique style and personality thanks to his extraordinary know-how.
- Actors, singers, princesses, top model,... are many inspirations for Nabil Hayari and entrust him with the creation of their gowns to attend red carpet events. His meetings with **Liliana Mattheüs** at the Venice Film Festival, **Meaghan Faxon** at the Oscars Ceremony in Los Angeles, **Chaley Rose**, **Clare Bowen**, **Heidi Klum**, **Melanie Griffith** and **Johnny Depp** at the Hollywood Beauty Awards, **Célyne Durand** at the Cannes Film Festival, as well as a lot of other artists and incredible personalities are a continuous source of motivation.
- He evolves between fashion, cinema and art. That is how he meets **Alisa Krylova**, Mrs. Russia and Mrs. Globe 2011, who soon becomes the refined muse of HAYARI Couture Paris. Combining **glamour** with **Parisian elegance**, Nabil Hayari is the **Ambassador of French Style**. His **couture designs** are like **jewels** adorning a woman's natural beauty.



Clare Bowen

Chaley Rose

Liliana Mattheüs

Alisa Krylova

Kimmarie Johnson

Mélanie Mar

Celyne Durand

Vera Brejneva







HAYARI PARIS

PRESS RELEASE NEW OUD

## WEDDING DRESSES

- Hayari Couture Paris bridal gowns are designed in accordance with our belief that every bride deserves to be nothing short of stunning when she celebrates the most beautiful day of her life! The dream dress of today epitomizes the **contemporary bride who stands in a class of her own** thanks to her **character** and **elegance**.
- From our private collection or fully made-to-measure, Hayari Couture Paris bridal gowns are a **breathtaking tribute to femininity** in its most precious form. Fatal vestal? Flowery bride? Whether you are dreaming of a **resolutely chic design** or of a **deliciously extravagant style**, Hayari Couture Paris guides you through each stage of the creation of your gown, from the very first sketches all the way up to the splendor of your unforgettable wedding day.





## EXCLUSIVE CREATIONS

- Whether cocktail dresses, evening gowns, wedding dresses or accessories, Nabil Hayari's couture designs are like **jewels adorning a woman's natural beauty**. In a genuine tribute to grace and feminine beauty, all of the designer's unique creations are born of the very essence of women's dreams, for a wedding or an evening, combining luxury and elegance... so each of his muses can feel fabulous at the most sumptuous event.
- Silk organza, chiffon drapes, crystal beads, lace and embroideries are brought to life by Nabil Hayari's talent and expertise, and impart a unique dimension to each gown, imbuing them with luxury, modernity and character while combining the **precision of structured cuts** with the **elegance of traditional luxury**.



SOME TV APPEARANCES AND PRESS RELEASES



French TV Show  
*Qui veut épouser mon fils?*



American Media  
*Seductively French*



Interview  
*Magnificent Magazine January 2016*



Golden Globes Style Lounge  
Kicks off 2014 Award Season  
Gifting

By Yvonne Hill | Posted January 05, 2014 | Los Angeles, California

The Golden Globes officially launched Hollywood's favorite time of the year: awards season. To mark the occasion, Secret Room Events held its Golden Globes Style Lounge at the SLS Hotel Beverly Hills, benefiting People for the Ethical Treatment of Animals (PETA), the world's largest animal rights organization. Naturally, Hollywood's pampered pets were invited to attend along with their humans, including Golden Globe-nominated cast members from "Nebraska," "Dallas Buyers Club," "The Butler," and "Parks and Recreation."

To assure every day on the red carpet is a good hair day, Kashmir Keratin offered the latest in serious hair care. ISO Beauty provided limited-edition ceramic flatirons in a beautiful peacock pattern, while Giop & Glam showered guests with its natural range of kitchen shampoos and styling products with tantalizing scents like Candy Apple and Cake Batter. Also smelling sweet was Mask Collegiate Fragrances, and Parisian perfumer Nabil Hayari who presented his luxurious Hayari Couture trio of blends inspired by French flowers.



CNN iReport Golden Globes article



Interview  
*New Style Magazine February 2016*







## SYLVIE DE FRANCE – DESIGNER SDFA

### INVENTION AND INNOVATION MUST NEVER BETRAY THE HERITAGE OF A BRAND...

It is on this principle that de France founded her design agency back in 1998, specializing in graphic arts and 3D designs for the Beauty and Luxury industries. Graduate of Paris' Fine Arts School and the ESDI School of Industrial Design, design has been her abiding passion for over 20 years.

### PHILOSOPHY, APPROACH

A creative approach based on a combination of professional and human values. Establishing a rapport and listening to brands to decode their key values and remain true to their roots, image and requirements. A willingness to become fully immersed in a brand in order to be able to adapt to its world and present it more perfectly.

### SA SENSIBILITÉ, SON EXPERTISE

According to Sylvie de France, product design should not be left to chance since it conveys brand values. It is the fruit of careful creative consideration, augmented with a unique hint of the unexpected and emotion! Design is part of the real world and know-how, by definition, requires a combination of creativity and technical expertise.

Sylvie de France is a woman of judgement and perception. A passionate person, she commits herself totally to any project she accepts. Some encounters have oriented her professional life.

Doubly qualified, a graduate in Fine Art with a postgraduate study in Industrial Design, she began her career designing tableware. In 1987, she moved into the beauty sector and since then she has worked with the sector's most famous names and a number of fashion designers.



Sensitivity to her clients' needs and the capacity to exchange ideas is essential to good design and to bring her work alive. Sylvie de France needs emulation. Always looking for that special element which delights, she remains meticulous as to the quality of her designs. She is determined but with a certain childlike freshness. She has something to say and the companies which work with her know it is worth hearing.

## PRIZES AND AWARDS



### FIFI AWARDS 2015

Yves Rocher - Quelques Notes d'Amour

### FIFI AWARDS 2012

Elie Saab Le Parfum, best woman perfume

### FIFI AWARDS 2001 FIFI AWARDS 1998

Lolita Lempicka Au Masculin, best men perfume.

Lolita Lempicka, best perfume.

### PENTAWARDS 2009

Sylvie de France received the Bronze Pentaward for her work on Osez-Moi! from Chantal Thomass.

### PENTAWARDS 2008

Sylvie de France received the Gold Pentaward for her work on collector Lolita Lempicka au Masculin.

### PENTAWARDS 2007

Sylvie de France received the Gold Pentaward for her work on L from Lolita Lempicka.

### TROPHEE MARKETING MAGAZINE 2008

Sylvie de France won the Gold Trophy for Marketing Innovation, Design category, for her work on collector Lolita Lempicka au Masculin.






## DESIGNS



- 1992 - L'Eau d'Issey, Parfums Issey Miyake
- 1996 - Lolita Lempicka, Parfums Lolita Lempicka
- 1999 - Lolita Lempicka au Masculin, Parfums Lolita Lempicka
- 2001 - Jean-Charles de Castelbajac, Castelbajac Parfums
- 2002 - Chantal Thomass, Parfums Chantal Thomass
- 2004 - Apparition, Parfums Emanuel Ungaro
- 2004 - Touch of Pink, Parfums Lacoste
- 2005 - Olivier Strelli, Parfums Olivier Strelli
- 2005 - Miss Me, Parfums Stella Cadente
- 2006 - Camus Cognac
- 2006 - L, Parfums Lolita Lempicka
- 2006 - Lady Vengeance et Miss Charming, Juliette has a Gun
- 2007 - F by Ferragamo, Ferragamo Parfums
- 2007 - Incanto Shine, Emanuel Ungaro Parfums
- 2007 - Touch of spring, Lacoste Parfums
- 2007 - L'Eau de Sport, Eden Park

Partner of the Yves Rocher Group since 1987 (perfume for women « Nature », make-up line « Couleurs Nature », aromatherapy line «Aroma Pure»).

LATEST DESIGNS: Repetto's first fragrance and « Elle L'Aime, Sweet » by Lolita Lempicka





## CECILE ZAROKIAN

Cécile Zarokian discovered her calling quite late, when, as a student, she met someone who had studied at the ISIPCA. Having been fascinated by scents since her early childhood, becoming a “nose” felt natural. She graduated from ISIPCA and first completed her training at Robertet, in Grasse, to finally work under the supervision of Michel Almairac in Paris.

She was still a trainee when she created her first fragrance, Amouage Epic Woman.

From a fragrance's creation to the relationships with clients, Cécile is passionate about all the stages involved in a project. In 2011, she decides to found her own company, CECILE ZAROKIAN SARL, in order to dedicate her entire time to working freely, as an independent perfumer.

Since then, she has created around thirty fragrances for several brands of niche perfumery, such as HAYARI Paris, Jovoy Paris, Majda Bekkali, Suléko and Laboratorio Olfattivo, from her own creative and sampling laboratory, established on the Canal Saint-Martin at the heart of Paris' 10th district.

In addition, Cécile has developed an artistic project correlating 6 sketches with 6 perfumes, with the illustrator Matthieu Appriou, which has been exhibited at [IP]01 in Paris, during the event Rives de Beauté, and London in 2013.

### HER CREATIONS

Amouage, Epic Woman  
David Jourquin, Cuir Altesse  
David Jourquin, Cuire de Rêve  
Jovoy Paris, Private Label  
Jul et Mad, Aqua Sextius  
Laboratorio Olfattivo, Kashnoir  
Majda Bekkali, Mon nom est Rouge

Masque Fragranze, Tango  
MDCI, Nuit Andalouse  
Suléko, \*Albho  
Suléko, Baba Yaga  
Suléko, Djélem  
Suléko, Vy Roza  
Undergreen, Pink



HAYARI PARIS, Only For Him



HAYARI PARIS, New Oud





## FLAGSHIP STORE HAYARI PARIS

Opens in **Saint Germain de Prés** in Paris France.

Hayari Couture, is opening their flagship location on the Left Bank at St. Germain de Pres in a **historic building** located in the Cour du Commerce Saint André that dates back to the Revolution.

In this same building, Georges Danton lived during the days of the Revolution and many unique shops line its streets just as they did over 200 years ago.

This flagship location for Hayari Couture has been designed in the spirit of Louis XVth with luxurious mirrors and sconces with crystals and lights; the exterior of the shop is painted in a rich royal dark chocolate.



The shop interiors are inspired by the **luxurious private apartments of Versailles Palace**. Custom cabinetry is painted white and trimmed with gold leaf to showcase a selection of original jewelry and leather goods. As you enter the boutique, a large crystal and brass lantern hangs above, that is reminiscent of the entrance halls of a private French Chateaux.

The modern spirit and inspiration of classic French style is the heart and soul of the house of Hayari Couture.





## FLAGSHIP STORE HAYARI PARIS

Known for his ultra-luxe wedding and evening gowns, Monsieur Hayari used to create accessories by request to match his ensembles for his private customers.

Now, his collections of women leather handbags, jewelry and perfumes are shown together for the first time, evoking a **true sense of luxury that was only available to his private clients**. Also in the boutique, there is a selection of **unique men's accessories**; these include men's shoulder bags for business travel, for everyday style and a selection of jewelry for men will also be presented.

The inspiration and spirit of Hayari evokes a sense of French history and a luxurious Parisian lifestyle for both men and women.

The artisans who create the products are a symbol of the **unique craftsmanship** of all the HAYARI PARIS collections. Nabil Hayari only uses the **finest materials**, from **France** and **Italy**. The traditions of French luxury savoir-faire are honored throughout the HAYARI PARIS couture collections. With the opening of this new flagship boutique, **a whole new audience will appreciate and discover his creations and be able to step into the world that he has dreamt of for both men and women who appreciate "A Touch of French Elegance"**.

Now, everyone who loves French luxury will have the chance to experience the 'esprit' of his collections.



HAYARI PARIS, THAT IS ALSO 200 POINTS OF SALE AROUND THE WORLD...



Brocard, Ukraine





## PRESS RELEASE NEW OUD

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