

A TRIBUTE TO OUR ORIGINS, TO THE JOURNEY OF THE SENSES AND TO VIETNAMESE CRAFTSMANSHIP



For 2024, Diptyque is celebrating a new limited edition of Do Son that embodies the Maison's love for its origins and commitment to artisanal expertise. This collection highlights the journey of the senses and imagination inspired by Do Son and Vietnam.

Travel, and the discovery of the different, have been helping shape Diptyque since its inception in 1961. They were a passion and a source of inspiration for Christiane Montadre-Gautrot, Yves Coueslant and Desmond Knox-Leet, the artistically-minded friends who founded the Maison. The trio constantly criss-crossed the globe, from Europe to Asia, bringing back to the boutique at 34 Boulevard Saint-Germain in Paris a collection of unique and poetic objects from faraway places. Their curiosity, and the eye they cast upon the world around them, has been liberating imaginations and nourishing the creation of fragrances and designs since 1968.

In the history and cartography of Diptyque, Vietnam occupies a special place. Yves Coueslant's childhood memories of this country gave rise to one of his most emblematic creations. The perfume called Do Son is both a narrative and a journey, immersing us in the intoxicating trail of fresh tuberose – the very same flowers his mother so adored. Its essence is drawn from the sea breeze in the Vietnamese coastal town after which it is named. Composed by the perfumer Fabrice Pellegrin, a friend of the Maison, this harmonious blend of tuberose, jasmine and orange

blossom notes cradled by marine accords, creates a unique olfactory experience. Each ingredient plays an essential role, wakening the senses and stirring up profound emotions.

In 2024, Diptyque presents a collection designed to plunge anyone who loves perfumes and precious objects into the universe of Vietnamese craftsmanship. This new collection perfectly exemplifies the importance of the expertise and time that go into each of Diptyque's creations. On the one hand, lacquered wood, its brilliance produced by a series of traditional techniques – varnishing, sanding, polishing. On the other, woven rattan, with its natural material qualities and exquisite motifs.

To mark the occasion, the Hanoi-based Vietnamese craft company Hanoia, known for its conservation of craft techniques and its celebration of Vietnamese materials, has manufactured two limited edition objects.

The first of these is an exclusive set with a rattan cover for its lacquered wood base and lid, the latter featuring a Do Son illustration engraved in the wood. This delicate case – a true object in its own right – contains a 75ml limited edition of Do Son Eau de Parfum, the oval distinguished by an embossed image in a cinnabar red varnish that recalls the characteristic hue of Vietnamese lacquer. The second object is the woven rattan lid conceived specially for the medium-sized version of the Tubéreuse (Tuberose) candle.

To complete the picture, the entire Do Son range, including the Tubéreuse (Tuberose) Classic Candle with its opaque lacquered vessel, has been decked out in the distinctive red that symbolises this exclusive collection. It is presented in boxes embossed with a motif that recalls the craft of the weaver: an invitation offering any number of ways to explore the world of Vietnamese tuberose and treat yourself to these unique olfactory experiences.

With its art objects and heady perfumes, the new Do Son collection is an ode to the beauty of Vietnam and the rich history of Diptyque. It invites one and all to embark on a journey of the senses and the imagination, combining the magic of perfume with the Vietnamese tradition of exceptional craftsmanship.

Premium Do Son Eau de Parfum set – 75ml – Limited Edition
Do Son eau de toilette – 30ml – Limited Edition
Do Son eau de toilette – 100ml – Limited Edition
Do Son eau de parfum – 75ml – Limited Edition
Do Son shower oil – 200ml – Limited Edition
Classic scented Tubéreuse (Tuberose) candle – Limited Edition
Medium scented Tubéreuse (Tuberose) candle and lid – Limited Edition

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