



DIPTYQUE
PARIS

Orphéon: an olfactory journey into the heart of the Latin Quarter in Paris

Diptyque captures the relaxed atmosphere of Parisian nights in new creations inspired by a legendary location.

Paris in the early 60s: The Saint-Germain quarter was alive with the hum of all-night sessions in jazz clubs and artistic encounters. People would dance, laugh and discuss the world, inspired by the warm, highly animated and elegant atmosphere around them. Curls of tobacco smoke mingled with powdery trails of blusher, winding across the burnished wood of an emblematic location: the Orphéon. For the founders of Diptyque, this jazz club, nestled in the heart of the vibrant district, became both a refuge and a source of creative inspiration. In the mellow half-light, conversations blended into saxophone notes in perfect harmony. Such was the era immortalised in Orpheon by Diptyque, the eponymous fragrance that captures the essence of this legendary location. Today, Diptyque is reinventing that atmosphere in a *new collection of limited editions* celebrating those moments where music, art and life come together.



Orphéon — the essence of vibrant Parisian nights in the 60s

Orphéon Eau de Parfum is a true olfactory daydream, taking us back to the warm, vibrant atmosphere of the locale. Its composition unfolds in a succession of fine materials, meticulously selected to evoke the atmosphere of a jazz club. Cedar, warm and reassuring, the juice recalls the burnished wood of the counters and tables that bore silent witness to countless discussions. Tonka bean envelops the air with its silky swirls, conjuring up lingering traces of light tobacco. Next we discern juniper berries, vivid and vivacious, recalling gin cocktails in a distant, muted echo of festive evenings. And finally, jasmine fills the air with delicate traces of the perfumes worn by the men and women who frequented Orphéon, capturing their timeless elegance. Each of these notes helps recreate the essence of a venue noted for its liberty and artistic effervescence, where strains of jazz and conversation mingled melodiously. Orphéon is more than a perfume — it is an invitation to relive these moments suspended in time. It is a fragrance that transcends gender, resonating like a timeless echo of freedom and creativity.



A new symphony in fragrance

This year, Diptyque is enhancing the world of Orphéon with a variety of limited edition creations including an *exclusive set* conceived as a tribute to craftsmanship: a fine oak wood case housing a 75ml bottle of Orphéon Eau de Parfum. Inspired by drinks cabinets and designed for reuse, the case opens just like an authentic cocktail cabinet to reveal the bottle flanked by its mirrored doors — a visual, sensorial experience. On the outside, it is decorated with a hand-carved panoramic illustration that captures the magic of Parisian nights and the warm ambiance of Orphéon. This object of desire reflects the timeless spirit of Diptyque, a blend of elegance and durability very much akin to that found in the legendary bar it represents.

For the first time, *the 75ml Eau de parfum* is graced with a new label: a deep blue with silver highlights recalls a faceted column from The Orpheon, the only physical piece of the club left today — which can still be seen in the Diptyque boutique at 34 boulevard Saint-Germain.

Further expanding the collection, Orphéon is also now available in a *new 30ml size* — the ideal way to discover this olfactory daydream or carry it with you at all times.



Finally, to extend the experience in the privacy of your own home, Diptyque has also paired a *duo of scented candles* that combines the fragrances of *Narquilé* and *Genévrier* (*Juniper*). This limited edition invites you to revive the warm, sophisticated atmosphere of the bar in your home — an authentic time capsule from the heart of Saint-Germain-des-Prés.



An ode to the origins of Diptyque

Orphéon, a jazz club emblematic of Parisian nights, was directly adjacent to the original Diptyque boutique founded in 1961. In this vibrant setting, the Maison's founders — Desmond Knox-Leet, Yves Coueslant and Christiane Gautrot — would often sit down and savour the pleasure of setting the world to rights in the company of friends. A painter, a theatre director and an interior designer.

Orphéon was a veritable intersection of effervescence — a space well suited to encounters between intellectuals and bohemian souls, where ideas flowed freely and dreams came to life. These moments of sharing and complicity nurtured the creative spirit that shaped the very essence of the Maison, rooting it in a district brimming with artistic effervescence.

Several decades later, the living energy that characterised the bar is still seducing adventurous spirits the whole world over. The fragrance — now accompanied by these new, limited edition creations — captures the soul of a venue that witnessed the birth of ideas, of dreams, and of friendships built to last.



Orphéon Premium Eau de Parfum Set 75ml — Limited Edition — \$300
Orphéon Eau de Parfum 75ml — Limited Edition — \$240
Orphéon Eau de Parfum 30ml — Limited Edition — \$105
Set of 2 Small Candles — Limited Edition — \$96

Press release and visuals are available for download to the following link:
<https://diptyqueparis-presse.com/animations/orpheon-hero>

Press contact
diptyque@ledecompany.com

@diptyque #diptyque #diptyqueparis



diptyqueparis.com

Diptyque — 5, avenue de l'Opéra Paris 1^{er} — France