





Diptyque launches its new Home Fragrance Diffuser, expanding its bespoke diffusion offering

Diptyque, a pioneering expert in the diffusion of fragrances for the home, presents a new design, a new manifestation of its Home Fragrance Diffuser inspired by the Maison's emblematic oval. Blending sophistication with technical excellence, the design is a fitting testament to Diptyque's matchless expertise in the field of cold diffusion.

**BESPOKE DIFFUSION: FROM SMALL AND INTIMATE
TO GIANT-SIZED FORMATS, A CUSTOMISED OLFACTORY
EXPERIENCE**

Today Diptyque unveils a redesigned version of its Home Fragrance Diffuser. The iconic oval comes to life in a new medallion etched onto the side of the glass, recalling the label on the iconic candles. Produced in France, its clean lines echo the ribs of the Candle Holders, capturing the very soul of Diptyque. With expertise on this level, every detail tells a story.

Conceived to elevate any space, this Diffuser uses rattan reeds to slowly soak up the perfumed concentrate, gradually diffusing the Maison's iconic fragrance creations. An ongoing process of diffusion that envelops the surrounding location with the special richness and olfactory precision that have become calling cards of Diptyque.





The Home Fragrance Diffuser is available in three sizes, to suit any space and any home. The 100ml Diffuser is just right for small spaces; the 200ml size was designed to enhance medium-sized rooms. The giant 2L format is the undisputed highlight of the collection – and for Diptyque, a first. It is ideal for more expansive settings, ensuring a sustained, sophisticated olfactory presence.

With the new offering comes a new arrival: the Ambre (Amber) perfume, now painstakingly adapted for cold diffusion and taking its place beside such iconic scents as Figuier (Fig Tree), Baies (Berries), Roses, Fleur d'Oranger (Orange Blossom), Tubéreuse (Tuberose), Mimosa and 34. The Diffusers are infinitely refillable, giving you free rein to select and alternate between these scents in order to customise your living space at will. Rounding off the sensorial experience is a new accessory: a Stopper to let you temporarily pause diffusion, adding a further touch of sophistication to the ritual.

BESPOKE SCENTS AND DIFFUSIONS: THE UNIQUE OLFACTORY EXPERTISE OF DIPTYQUE

Diptyque has been cultivating the art of diffusion for over 60 years, combining traditional craftsmanship with innovation. Today the Maison offers one of the most comprehensive, diverse portfolios in the world, encompassing every type of diffusion, be it hot or cold, to enhance any location from the most intimate to the most spacious.

— Hot diffusion

Is available courtesy of the Maison's emblematic candles: the absolute quintessence of Diptyque's herbarium of scents, a collection of over 49 fragrances available in a number of formats. A recent addition is Les Mondes de Diptyque, a further collection of candles that adds a refillable twist to the art of hot diffusion, delivering the ultimate in sophisticated olfactory compositions and taking its inspiration from faraway, unspoilt ecosystems. Conceived by designer Cristina Celestino to resemble monoliths, the candles in this range are notable for a design that is clean and simple, yet chic. Each is an invitation to take a sensorial

trip through refined, evocative fragrances created to stir the imagination and sweep the senses off towards far-off horizons. They are refillable and combine aesthetic appeal with durability – a potent symbol of sustainable luxury.

— Cold diffusion

represents one of the finest expressions of Diptyque's unique expertise, elevating the art of perfumery to its most refined and accomplished. The elegant, decorative Scented Ovals diffuse discreet scents into those hidden nooks and corners of a home. The Room Spray offers a range of olfactory variations to transform the atmosphere instantly. The Hourglass pays tribute to the passage of time, diffusing its scent one drop at a time to create a suspended interlude. Meanwhile its younger sibling the Culbuto, with its spherical shape and oscillating motion, spreads delicate emanations through the air – perfumery at its most intimate, turning each swing of the rocker arm into a poetic dance. The Home Fragrance Diffuser completes this extended family in elegant style. Each of these creations is a perfect illustration of Diptyque's unique expertise in the field of cold diffusion – a technique that brings out the magic of any scent in its purest form.



The Home Fragrance Diffuser is the perfect expression of the Diptyque aesthetic, and an ode to elegance and refinement. Its clean lines, emblematic oval and faceted glass add an extra spark of vitality to a room, blending harmoniously into any décor while evenly diffusing the fragrances from the herbarium of scents. Available sizes range all the way up to the giant 2-litre model, designed to deliver a sustained, elegant olfactory presence. In short, the assortment offers an olfactory backdrop for every room, from the smallest to the most expansive. Thanks to this newly expanded range of sizes, Diptyque is able to provide a bespoke experience for any ambiance, elevated by a perfect harmony between technical excellence and aesthetic sophistication.

Home fragrance diffuser — Glass vessel — 100ml — HK\$620

Home fragrance diffuser — Glass vessel — 200ml — HK\$800

Home fragrance diffuser — Glass vessel — 2L — HK\$3700

Home fragrance diffuser refill — Ambre (Amber)

Fragrance concentrate and diffusing sticks — 200ml — HK\$800

Home fragrance diffuser refill — Ambre (Amber)

Fragrance concentrate and diffusing sticks — 2L — HK\$5100

Stopper for home fragrance diffuser — 100ml & 200ml — HK\$280

Stopper for home fragrance diffuser — 2L — HK\$840

Press release and visuals are available for download to the following link:

<https://diptyqueparis-presse.com/animations/reed-boost>

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