

FLOWER
BYKENZO

L'ABSOLUE



The image features a white background with several red rose petals scattered throughout. The petals are in various stages of bloom and are positioned around the central text. The text is written in a clean, black, sans-serif font, consisting of two lines: "I ABSOLUTELY" on the top line and "LOVE FLOWERS" on the bottom line, both enclosed in double quotation marks.

"I ABSOLUTELY
LOVE FLOWERS"

KENZO TAKADA



FLOWER BY KENZO
L'ABSOLUE
THE NEW
EAU DE PARFUM

What if a flower had the power to restore the wonder of the world? What if, in all its simplicity, it brought a breath of happiness and beauty? This singular flower is the poppy. In 2000, Kenzo paid homage to its beauty in a perfume: FLOWER BY KENZO. A key name, a declaration of love to nature and flowers, evoking the passion of the House's founder, who liked to repeat: "I absolutely love flowers". Since then, FLOWER BY KENZO has sown its seeds all around the globe and bloomed freely on the skin of a whole generation.

In 2022, the iconic poppy is blossoming with even more strength, giving life to FLOWER BY KENZO L'ABSOLUE. An oversized and dreamlike eau de parfum that dives into the heart of the flower.



A FLORAL
HEART
SPRINKLED
WITH
SAFFRON

FLOWER BY KENZO L'ABSOLUE captures the poppy's strength and fragility in a new intensity. Composed by Alberto Morillas, the creator of the very first FLOWER BY KENZO fragrance, this new eau de parfum explores the heart of the flower. Powerful in its very essence, the master perfumer depicts a spicy and sophisticated facet of the poppy signed by the most precious pistil: the red gold.

The frisson of a warm breath on skin... The freshness of mandarin essence warmed by a saffron infusion... The surge of a floral Damask rose, orange blossom and tuberose heart, reddened by this spice... Enveloped in FLOWER BY KENZO perfumes' signature vanilla and white musk, this absolute bouquet blossoms with a new sensuality.

DID YOU KNOW IT?

Nicknamed red gold, saffron – the pistil of the Crocus flower – is a distinctive spice that is difficult to harvest. Reputed to be the most expensive in the world, it requires a great deal of time and care. It takes no fewer than 100,000 crocus flowers to obtain 1 kg of its pistil.

In FLOWER BY KENZO L'Absolue, saffron is infused in a generous floral bouquet. Infusion, a traditional extraction technique in perfumery considered gentle and slow, makes it possible to extract the olfactory richness of the most fragile ingredients while respecting them.

The floral heart is enlivened by an Absolute of Damask Rose grown in Turkey, a Tunisian Orange Blossom and an Indian Tuberose.





“THERE IS MORE THAN ONE
LINK BETWEEN FLOWER BY
KENZO AND ME. IT’S A
CREATIVE JOURNEY THAT WE
HAVE BEEN TAKING FOR OVER
TWENTY YEARS”

States Alberto Morillas. “Today, I have chosen to take this iconic signature into its most intense and sophisticated dimension. I have composed this new interpretation with precious raw ingredients, particularly saffron, red gold. I also chose Damask Rose, Flower’s iconic flower, but treated in its absolute form for the first time in this family. FLOWER BY KENZO L’ABSOLUE is the fragrant illustration of a super bloom of poppies.”



A BOTTLE
AND
PACKAGING
DESIGNED
FOR A MORE
BEAUTIFUL
WORLD

Committed for many years, Kenzo strives to design fragrances that are more environmentally friendly than ever. And to reinvent the essence of luxury – both precious and virtuous – for today and tomorrow.

Without changing its identity or its recognisable silhouette, the iconic 100-ml bottle has also been redesigned as part of an eco-friendly approach. Incorporating at least 15% recycled glass, its surlyn cap has also been slightly shortened to reduce its plastic by 25%.

Finally, its pack made of cardboard from sustainably managed FSC forests and printed with bio-based plant inks has been optimised to use the right amount of material.



TOWARDS
A MORE
BEAUTIFUL
AND
SUSTAINABLE
WORLD
WITH KENZO



Committed to a more beautiful world, KENZO Parfums is joining forces with people championing concrete projects that change our everyday life and acting each day to pass on to us the desire for and the keys to a more sustainable and responsible future. The House wanted to make them its ambassadors, highlighting and supporting their work.

Orin Hardy is thus the face of KENZO Homme: an ecological designer, educator and entrepreneur, he is the founder of Bamboo U. Located in Bali, Indonesia, this initiative and school works to promote a sustainable habitat using bamboo, renowned for its incredible capacity to grow and restore degraded land. As a fully involved partner, KENZO Parfums has funded study grants to give students from all over the world the chance to follow Bamboo U's courses.

With the same desire, KENZO is now coming alongside Masami Charlotte Lavault. A flower grower of Franco-Japanese descent, she is the face of the new fragrance FLOWER BY KENZO L'ABSOLUE. Mindful of her wild desire to bring flowers back to cities through local, seasonal horticulture, KENZO Parfums is proud to support her projects and welcome her to its family of ambassadors.

A woman with long dark hair, wearing a vibrant red wrap-style dress, stands in a field of tall green grass and numerous bright red flowers. She is looking upwards towards a large, complex camera rig suspended in the air above her. The background shows a soft, hazy sky, suggesting a sunset or sunrise. The overall mood is serene and artistic.

MASAMI AND KENZO PARFUMS

Certain encounters seem destined to be. Due to the young woman's dual French and Japanese culture so similar to the founder of the House of Kenzo and their shared passion for flowers, the meeting between Masami and Kenzo Parfums was only logical.

"Kenzo Takada represented those Japanese people in Paris in the eighties, a fluid constellation of artists who shared a rather crazy love for France and the courage to have left their distant country to be free. KENZO is very moving for me, because it is the essence of the specifically Japanese/Parisian world in which I grew up. I was very surprised to be called to embody FLOWER BY KENZO L'ABSOLUE because I'm not a professional model, an actress or a celebrity! I thought that the KENZO team had a lot of imagination! And then, slowly, I found that it was a beautiful partnership for several reasons. First of all, we are well aware that luxury brands spark desire and shape the imagination, and have a huge power and therefore a real responsibility. Choosing a farmer as a muse helps to change the luxury imagination, making it a discreet luxury, a luxury for oneself, over and above external signs of wealth, and much more on the side of simplicity, the living world. It is a powerful but often endangered idea, which must be cultivated and protected, like a delicate flower. Moreover, making a commitment to ecology means committing to protect living things, and humans are obviously part of this. The fight to maintain biodiversity involves fighting for the respect of human diversity."



“CHOOSING A MUSE WHO IS NOT A PROFESSIONAL MODEL, WHO DOES A JOB FIRMLY ANCHORED IN NATURE, IS DECIDING TO SHOW ANOTHER VISION OF WHAT/WHO IS BEAUTIFUL AND WHAT/WHO HAS THE RIGHT TO BE SEEN. IT’S FIGHTING FOR REAL DIVERSITY. AND REAL BIODIVERSITY.”

Like the partnership with Orin Hardy, the ties woven between Masami and KENZO Parfums go beyond simply highlighting a face.

In her view, “It is important to specify that it is not a communication strategy but rather a way of working. It is not just about creating images but really working together in the long term. Closely examining all its processes and products from an ecological perspective, presenting these products to as many people as possible with ambassadors or muses who work every day on behalf of living things, using its own strength to amplify their voices and support them in their actions, attracting and converting more and more people to ecological action made more desirable and accessible. On a large scale, this model could be extremely virtuous.”



FROM INDUSTRIAL DESIGN TO FLOWERS

There was no telling that this young 34-year-old woman would become a flower grower. Masami began her career as an industrial designer between Vienna and London. Due to a lack of greenery, ten years ago she decided to radically change path and lifestyle. Masami then set off to train on flower-growing farms in Morocco, Wales and – of course – Japan.

Back in France, in 2017, she launched the Plein Air Paris project, France's first urban flower farm, at the heart of the capital. A 1,200-m² oasis in the Belleville neighbourhood, where she strives to grow flowers biodynamically, with respect for the seasons and nature, without greenhouses or pesticides.

Plein Air Paris soon became the starting point for a humanist project: allowing as many people as possible to discover the Slow Flower movement, protecting and passing on knowledge and know-how linked to this type of natural floriculture, and thus raising the world's awareness of the urgent need to return to responsible, reasonable and environmentally friendly farming.

“FLOWERS REMIND US EVERY DAY THAT LIFE IS FLEETING AND, BY EXTENSION, THE NEED TO LIVE IT TO THE FULL. OVER AND ABOVE THEIR BEAUTY, I ALSO LOVE FLOWERS’ EMOTIONAL DIMENSION: THEY ARE PRESENT AT ALL THE BIG MOMENTS IN LIFE. GIVING OR RECEIVING FLOWERS CREATES A REAL SENSE OF EMOTION AND I’M HAPPY TO HELP TO CONVEY THIS JOY.”



On her Parisian farm, Masami creates and accompanies the whole flower cycle, from the seed to the bouquet. Following the seasonality of nature, she sows almost 20,000 seedlings per year herself and cuts those that will be used as fertiliser for the next ones, which will lie dormant in winter, when she lets her land and farm rest.

Today, she provides a home for more than 200 species of flowers carefully chosen for their beauty and fragrance, of course, as well as their lifespan in the vase and their compatibility with the climate in the Paris region. Keen to share her passion and pass on her knowledge, Masami thus offers each visitor the chance to discover the techniques of urban floriculture, the issues and challenges that it involves, and ultimately how to apply them themselves.





A POETIC ACTIVIST

Masami's guiding thread is simple and essential: reconnecting with living things and growing flowers respectfully to reclaim nature.

Most imported flowers come from Ecuador, Colombia, Kenya, Ethiopia, or Holland. At every step in the chain (production, transport, final disposal), the current impact of the global flower sector on humans and the environment is deplorable.

“L’agriculture respectueuse est l’enjeu immense de notre siècle car elle intervient dans tous les domaines de notre vie, l’alimentation, nos vêtements, notre habitat... Je me sens à ma place lorsque je parviens à transmettre cette idée. Mais pour que ce principe devienne une évidence pour tout le monde, il faut rendre l’écologie irrésistible, séduisante. Et les fleurs, c’est éminemment séduisant. Pour y arriver, l’une des clés est l’éducation.”

Today, Masami therefore has the deep desire to open a school dedicated to responsible floriculture. And KENZO Parfums is looking to support her in this education and training project.



EDUCATION & TRANSMISSION

Masami's school is dedicated to passing on knowledge to help to change habits and attitudes, showing everyone how seductive ecology can be. Set up in Plein Air Paris, it will be reinforced next year with the creation of a new organic flower farm in Rambouillet, in collaboration with the florists Désirée Fleurs.

**“BECAUSE, FOR ME, MAKING THE
WORLD MORE BEAUTIFUL IS
ABOUT LIVING AND LETTING LIVE!”**

“I'm convinced that it's possible to raise the world's awareness through flowers and make everyone want to act and get involved.

When people come to visit our farm in Paris, they are surprised to note how peaceful and quiet the atmosphere is, to the extent that you can hear the wind and the birds, and barely the murmur of the distant city when they come out of the metro. It really refreshes the mind and they remember it.

With Plein Air Paris and now this second farm school, I want to allow everyone to reconnect to living things and nature.”



A SUPER BLOOM
TO RESTORE
THE WONDER OF
THE WORLD



A woman in a red dress stands in a field of red poppies, looking up at a camera rig suspended in the air. The scene is set against a clear blue sky with a soft sunset glow on the horizon. The camera rig is a professional ARRI system, featuring a large lens and various attachments, hanging from a crane. The woman is positioned in the center of the frame, her body angled slightly to the right. The field of poppies is in the foreground, with some flowers in sharp focus and others blurred. The overall mood is serene and cinematic.

THE NEW
CHAPTER
IN AN ICONIC
ADVERTISING
SAGA





THE NEW CHAPTER IN AN ICONIC ADVERTISING SAGA

From fields of poppies that emerge at the heart of the city, bedecking roofs with flowers, the magical power of the Flower Woman capable of making the world more beautiful with a mere flower, an atmosphere imbued with a deep love between Asia and France... The poetry of the FLOWER BY KENZO campaigns has marked the collective imagination. With its heroine Masami, the House is writing a new chapter in this advertising saga and creating an original dreamlike fable: for the first time, Kenzo Parfums is going beyond the city walls to bring flowers back to nature and the whole world. A real act of poetic activism.

For this feel-good movie, KENZO turned to the French writer-director Clément Beauvais and the producer and photographer Arthur de Kersauson, who previously shot the KENZO Homme campaigns and the documentary on Orin Hardy for KENZO Parfums. This artistic duo also created the documentary Nose, chosen at the Tribeca film festival in 2020.



THE NEW CHAPTER IN AN ICONIC ADVERTISING SAGA

“Watching all the KENZO campaigns, I realised that there was an element that often recurred: air,” explains Clément Beauvais. “There is always something light and airy in the previous campaigns. I said to myself that wind was a good starting point to continue this saga. I was very much inspired by Miyazaki’s films, especially “The Wind Rises”, in which there are wonderful sequences in which the wind creates ripples across plains of green grass. I was also deeply inspired by a photo by an artist I really like – Neil Krug, in which you see a woman in a red dress with her back to the wind. It was a strong symbol that illustrated the film that I had in my mind quite well. With her gentleness and charm, Masami was able to perfectly embody this committed, smiling woman who puts nature and living things at the centre of her philosophy.”

At the centre of this world, with music played by Michael Kiwanuka, Masami is The Flower Woman who fills the world with flowers. A flower magician in touch with nature, she is determined to restore the wonder of the world. At her kindly command, lanterns filled with pistils take flight, ready to release an unexpected and multicoloured super bloom as they go by. The wind becomes her messenger, delivering the joyful invitation to make the world more beautiful in its wake.



FLOWER

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L'ABSOLUE