FLOWER BY KENZO IS 20

THE STORY OF A FLOWER

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Make the poppy field sing. Better still, travel further, here and there, to make cities bloom with poppies... Spread their petals like fireflies to light up the streets. That was twenty years ago. A flower appeared in a glass mantle. A flower soon to become an emblem, as powerful as a photograph.

Remember, thirty years earlier, on October 21, 1967, Marc Riboud photographed a woman named Rose. The Vietnam war was raging and Rose was demonstrating in Washington, D.C., with a flower as her only weapon. A fragile yet powerful Rose facing soldiers' bayonets. This call to halt violence, this 'no to war' was an exact reflection of KENZO's vision: a red thread like a path to peace, sprinkled with innocence, purity, wonder, smiles, mixed cultures.

In the beginning, FLOWER BY KENZO was imagined as a fusion between city and nature, a sensitive and modern Paris-Tokyo connection, an unpredictable shimmer when the nomadic flower breaks its way through the asphalt to grow freely despite its fragility.

“If you pick it, it will die," they used to say.

A joyful, passionate, vibrant, sensual red, the fragrant FLOWER BY KENZO wave pulses through the veins of the earth.

Kenzo used to say “I absolutely love flowers”.

KENZO PARFUMS even invented the fragrance of a silent and naturally scentless flower. Master Perfumer Alberto Morillas created the fragrance of a poppy, a flower of no aroma of its own, so he dreamed up an imaginary scent. This disciplined master craftsman filled his composition with emotion, not to evoke a faraway land, but to invoke a feeling that would touch the heart of women and men.

A visionary artist, Alberto Morillas gave life to FLOWER BY KENZO, a powdery floral, a harmony of Pink Pepper, Bulgarian Rose, Bourbon Vanilla, White Musks, Parma Violet and Hawthorn.

Do you know the Bulgarian Rose, this Damascena rose that grows wild? A precious reference in perfumery, full of vitality. A candid, voluptuous and warm cult fragrance, FLOWER BY KENZO diffuses a subtle but persistent trail. Seductive, feminine, tender and powerful like a poppy, FLOWER BY KENZO literally turned the world of perfumery upside down. Three hundred and twelve trials were completed before the final fragrance was born: a modern powdery and sensual scent.

The FLOWER BY KENZO bottle was designed twenty years ago by this "multidisciplinary" artist, as he likes to call himself, the glass architect Serge Mansau, whose creations are all "his children with strong stories". FLOWER BY KENZO has sometimes exceeded the size of store shelves... Too high, the 100ml! Yes, skyscrapers rise, even when they bend under the pressure of the flower that blooms within them.

Twenty years later, the poppy continues to stand erect in the glass bottle, infiltrating the city. Cheeky. Playful and natural. Besides, this vehicle of festive Happenings does not scare easily... For twenty years, the poppy has stood up to other flowers. One morning, it woke up planted on the esplanade of the Pompidou Centre, surrounded by 180,000 other poppies. A delight repeated all over the world... between 2001 and 2009, 1,385,000 poppies were sown in Singapore, Milan, Vienna, Mexico City, Dubai, London, Johannesburg, the Red Square in Moscow... All over the world, fields of flowers sprouted in cities.

FLOWER BY KENZO has become a perfume that unites everyone, because it is a messenger of gentleness, simplicity, amazement and renewed joy.

Beautiful, strong and fragile like the woman who wears it every day, the sensual red flower knows no rest.

FLOWER BY KENZO was born twenty years ago. Birth, rebirth, celebration, indeed it is here to stay. Birthdays tell a story.

"I love the unexpected, I love to be challenged," said Kenzo. It takes a great passion to create, and an even greater intensity to last. Would lasting be another form of creation... Does a creation ever rest?

This is the story of a trio : Alberto Morillas and his nose, Serge Mansau and his eyes, Patrick Guedj and his senses and his flair as the main players, plus all the women who have worn it. FLOWER BY KENZO promises to make us dream... Who will be those, tomorrow, who will want to continue to grow with it and change the world?

FLOWER BY KENZO… A collector ... To celebrate the coming of age.

FLOWER BY KENZO is 20 years old. It's a very special day in Japan; it's called Senjin No Hi. Because it is exciting and wonderful to enter adulthood, this stage calls for a traditional celebration. On the second Monday of January, every 20-year-old Japanese youth, proud to participate in this ritual of adulthood, wears his or her most sumptuous outfit. The elders give them advice and encourage them to become the accomplished adults they will be.

For Senjin No Hi, the iconic fragrance also dons its most beautiful furisode, a kimono with very long sleeves. Fashion invests the floral and intense red bottle. For this anniversary, it was time to go back to basics. KENZO forever, its floral prints, its magically human fashion, capable of uniting Japan and Paris, man and animal, nature and street, in a perpetual nomadic gesture, through a mix of colors.

The fragrance remains unchanged, but the bottle is printed with historic fabrics. A blue line crosses it like a sea connecting two continents.

Diversity, the mix of cultures enriches the world. The credo of FLOWER BY KENZO remains to enchant mankind: the must-have, the fine fragrance celebrated with great pomp and circumstance on the occasion of its 20th birthday. A couture collector's item with graphic, colorful, floral and dreamlike motifs. A heritage like a bridge, before and after, here and now.