





L'ART ET LA MATIÈRE:

Cruel Gardénia

In developing ingredients for its fragrances, Guerlain had already unveiled the rose and sculpted the iris with abandon. Now, for the first time, it has undertaken a bold distillation of white flowers. This exercise in style has yielded a particular ingredient, **Cruel Gardénia**, with unusual sensations and emotions.

One thinks of the gardenia fragrance as heady and sensuous with a slight touch of honey, similar to tuberose and characteristic of white flowers. Not this time, however. This fragrance, composed by Randa Hammami and Sylvaine Delacourte, offers a whole new take on the gardenia.

Its presence unsuspected, this avatar moves forward silently to strike, leaving an indelible impression. A fragrance on the verge of cruelty. It's like a wonderful childhood memory, often replayed in one's mind with a lovely feeling of nostalgia very close to the threshold of pain. Cruel Gardénia stuns the senses with diabolical power. Its notes – sunny, silky smooth and lingering – can become an obsession. Counter to tradition, Guerlain avoided creating any impression of opulence by deploying the gardenia in combination with the finest and most precious white musks, for a soft, velvety aura. One encounter with this incredibly feminine fragrance is like a shot to the heart. And there it stays, forever. How does the magic work? Essence of damask rose with hints of peach and neroli create a refreshing initial burst of florals. Gradually, the scent of gardenia develops with the grace of violet, warmed by ylang ylang from the Comoros and white musks. These lingering notes, present from the beginning, form the backbone of the composition. Essence of Tonka bean sustains the white musks and moves into a sensuous note of vanilla and sandalwood.

This fragrance is like an encounter with cruelty, an inescapable trap that appears from nowhere...