

Mademoiselle

AZZARO

L'EAU TRÈS CHARMANTE

A mischief-filled stroll across the rooftops of Paris



PRESS RELEASE



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Returning with even more whimsy, Mademoiselle Azzaro is writing a new playful chapter in her story with a fruity, floral fragrance colored like the sky.

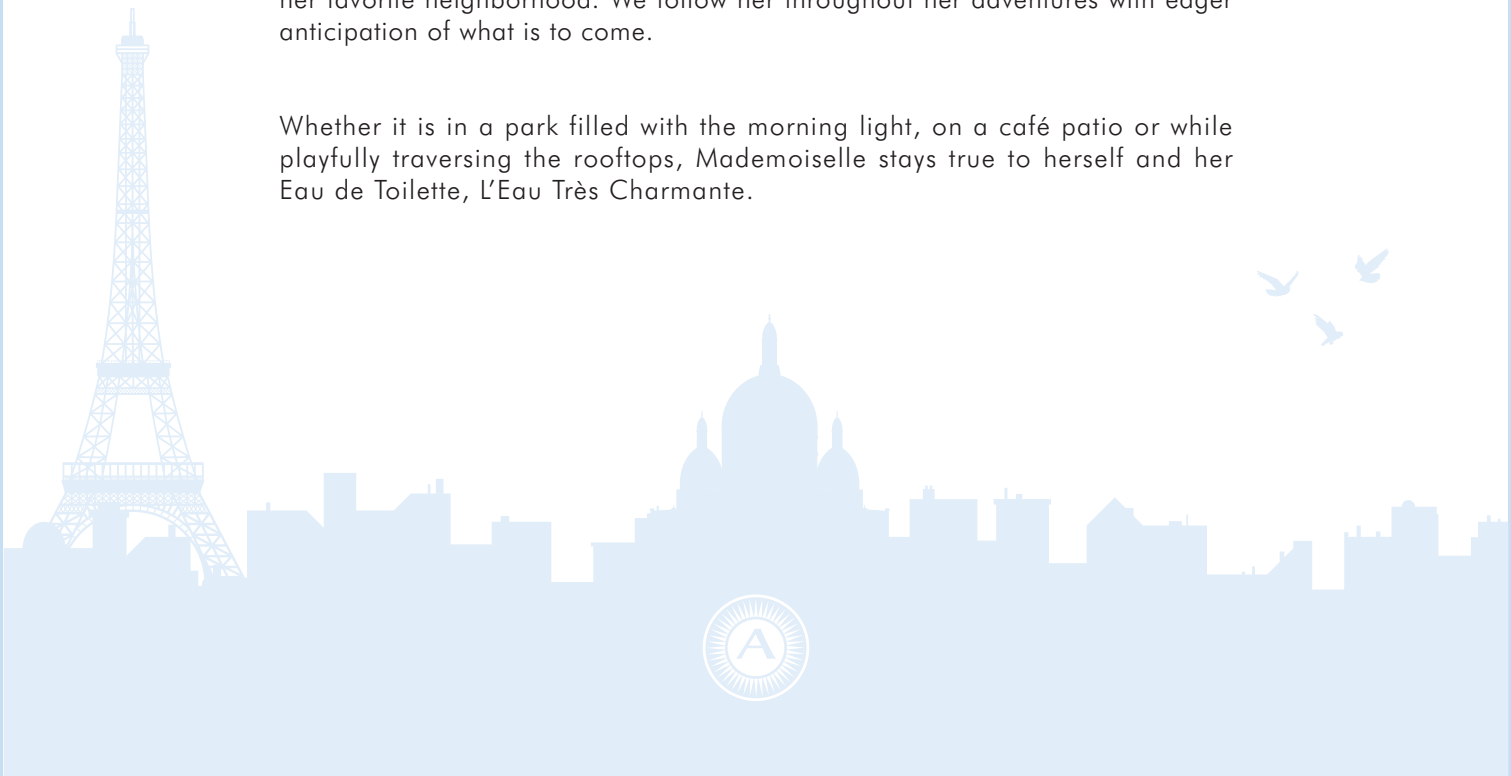
As the quintessential Parisian woman, she charms us with her irresistible confidence. Like a mischievous princess with a playful side, Mademoiselle Azzaro embodies joyful femininity. This coquettish beauty invites us to play in Paris as she does with her own desires, calling us to join her up on the rooftops of Paris...



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For the new digital campaign, Mademoiselle invites us into her daily life in which she sparkles with excitement. Her playground is none other than the city of Paris with its rooftops, patios, parks and gardens. In this city that she knows like the back of her hand, she walks about wearing a brilliant smile or a sulky pout, depending on her mood. She loves walking around the Butte Montmartre – her favorite neighborhood. We follow her throughout her adventures with eager anticipation of what is to come.

Whether it is in a park filled with the morning light, on a café patio or while playfully traversing the rooftops, Mademoiselle stays true to herself and her Eau de Toilette, L'Eau Très Charmante.



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CRISP, JUICY FRUIT MEETS A FLORAL BOUQUET

Karine Dubreuil has created Mademoiselle Azzaro L'Eau Très Charmante to be an Eau de Toilette characterized by humor and cheerfulness. Its intense fragrant trail reveals a floral bouquet with a sensual fruitiness.



At dawn, it opens with the juicy, fruity aromas of blackcurrant that scintillate and awaken the senses.



At its zenith, delicate peony envelops one in floral freshness and infuses the air with its soft and spicy rose notes.



At dusk, sandalwood and musk lend the fragrance sophisticated sensuality.

The perfume captures a Parisian woman's character: we envision her passing by, lighthearted and carefree with a coquettish smile, leaving an air of freedom spiced with whimsy in her trail.

Mademoiselle Azzaro L'Eau Très Charmante is a Fruity Floral Eau de Toilette creation.



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THE PARISIAN SKY IN A BOTTLE

Following in the tradition of the fragrance's other varieties, the faceted, rounded glass bottle (in 30 ml and 50 ml sizes) is topped with a wide satin bow in emblematic Azzaro gray. Encapsulated in this stunning bottle, the radiant blue-colored perfume glitters like the most beautiful Parisian sky.

A "MADE IN PARIS" MUSE

The brand has chosen Lola Le Lann to embody Mademoiselle Azzaro. A rising star in French cinema who co-starred alongside Vincent Cassel and François Cluzet in *Un Moment d'Égarement (One Wild Moment)*, the young actress captivates with her provocative beauty.

Surrounded by the arts from a very young age, the actress, who has a huge social media presence (she diligently connects with her 70,000 Instagram followers), wonderfully portrays this Parisian woman filled with life, whom she resembles, and who is truly out-of-the-ordinary. The new advertisement was created by Mole Noï (a Mazarine agency) and produced by Danny Sangra: it is against the backdrop of breathtaking Paris that he directs the young actress, who is dressed, head to toe, in Azzaro Haute Couture.

A luminous, refined fragrance that invites the wearer to dream and embrace freedom.

Mademoiselle Azzaro, L'Eau Très Charmante
Eau de Toilette, 30 ml, 50 ml





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L'EAU TRÈS CHARMANTE



NEW

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PARISIAN WHIRLWINDS

A COLLECTION OF FRAGRANCES TO
SUIT ALL YOUR PARISIAN DESIRES...



Mademoiselle Azzaro

Liberated, elegant, and stunning, Mademoiselle Azzaro Eau de Toilette glows with delicate, lively notes, animated by the creaminess of peach combined with luminous Seringa Flower and the refinement of iris wood with a fresh twist.

It exudes the fragrant trail and *joie de vivre* of a newly-gifted bouquet of fresh flowers.

Fragrance family: Fruity Floral



Mademoiselle Azzaro

L'Eau Très Belle

This Eau de Toilette draws the Parisian woman away from a romantic whirlwind to a carousel of emotions, around fresh and fruity blueberry followed by a tender, floral rose, unveiling a deliciously gourmand violet macaroon accord.

An ode to romance.

Fragrance family: Fruity Floral



Mademoiselle Azzaro

L'Eau Très Florale

Irresistibly sparkling, Mademoiselle celebrates springtime and the joy of sunny days. In these Parisian gardens where she strolls casually, the tangy notes of quince blend with the fresh breeze of hazel leaves, which is then illuminated by graceful lily of the valley.

A fragrant trail that shines like the smile on her face.

Fragrance family: Fruity Floral





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L'EAU TRÈS FLORALE

L'EAU TRÈS CHARMANTE

NEW