

Luxury Roundtable

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Business at its best

BEAUTY, PERFUMES AND COSMETICS

How Guerlain brings art and culture into its Paris flagship with Baudelaire-inspired exhibition

November 1, 2023

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The LVMH-owned brand is celebrating the poetic heritage of Charles Baudelaire and the power of flowers for the 16th edition of this annual event, hosted at its Paris flagship store at 68 avenue des Champs-lyses. Image: ARR, Guerlain

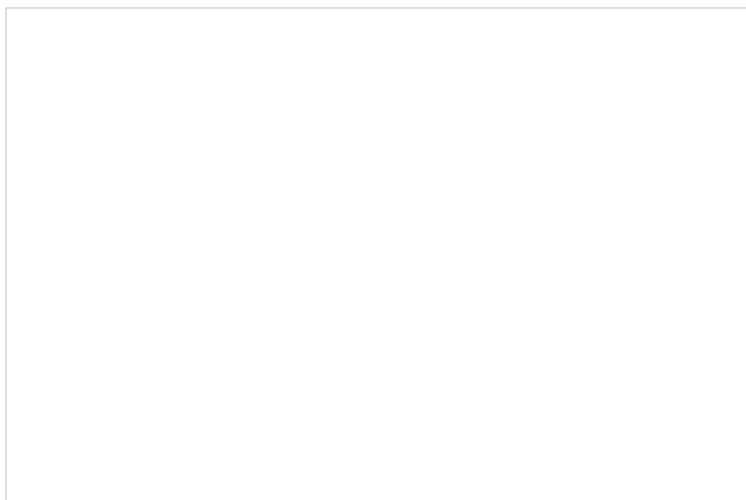
By STAFF REPORTS

French perfume house Guerlain, with its 'Flowers of Evil' exhibition, is setting the standard for luxury brands by turning its store into an exquisite temporary host for works of art by avant-garde artists.

The LVMH-owned brand is celebrating the poetic heritage of Charles Baudelaire and the power of flowers for the 16th edition of this annual event. Works from 26 artists adorn the walls of Maison Guerlain at 68 avenue des Champs-lyses.

"Guerlain's choice of this theme underscores the deep affinity the maison has always had with the natural world," said Ann Caroline Prazan, Guerlain director of art, culture and heritage, in a statement. "Often the queen, the flower segues in this colorful labyrinth from delectable and charming to intriguing, poisonous or mysterious."

Known for fragrances such as Shalimar and Aqua Allegoria, **Guerlain** recently debuted a Christmas 2023 campaign featuring model Natalia Vodianova for its cosmetics line based on an animal kingdom theme. The brand also pays homage to art with its frequent collaboration with artists and fellow LVMH brands such as Chaumet ([see article](#)) on its trademark Bee bottle.



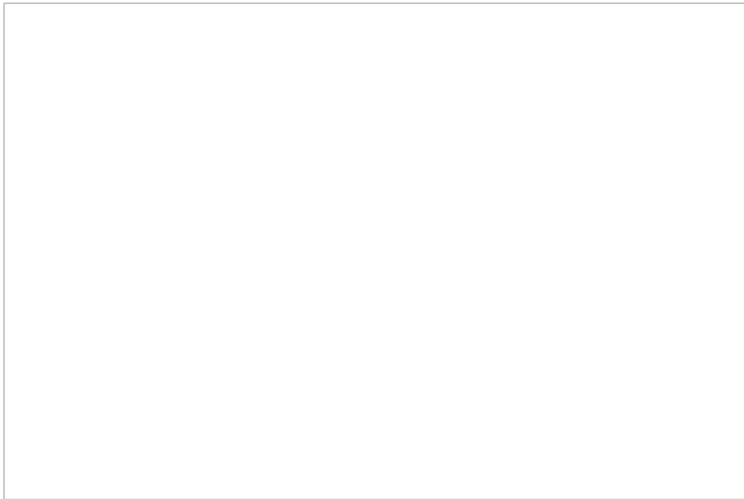
The table display at Maison Guerlain in Paris with pieces of art displayed on the walls for "The Flowers of Evil" exhibition. Image: ARR, Guerlain

Scenting opportunity

For this ongoing retail effort, Guerlain invited curator and art consultant Herv Mikaeloff to create the exhibition. He picked 26 artists from different backgrounds and generations whose works "express the fragility and beauty of the planet, humankind's relationship with the natural world, decadence and debauchery, and love and passion," per Guerlain.

The chosen artists' creations comprise paintings, photographs, videos and installations. In a bespoke element, 10

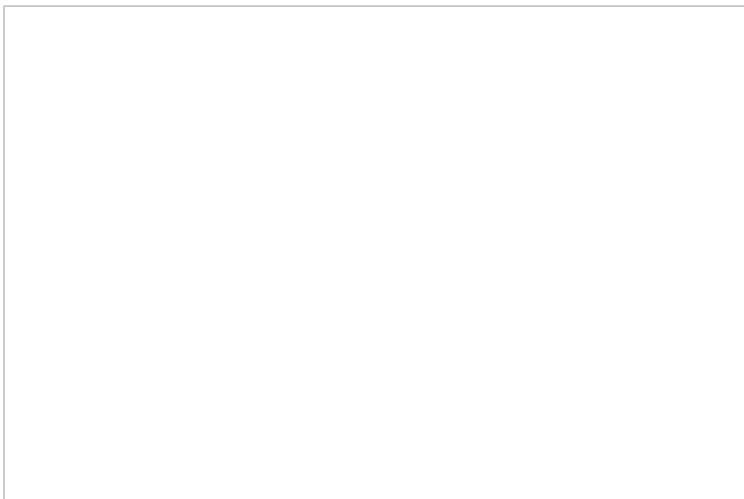
of the works were commissioned specially for the exhibition around "The Flowers of Evil" theme.



Art from "The Flowers of Evil" exhibition on the walls of the Paris flagship store of Guerlain. Image: ARR, Guerlain

The exhibition is presented on three levels at Guerlain flagship in Paris, with works by Anna Aagaard Jensen, Pauline d'Andign, Jol Andrianomearisoa, Jean-Marie Appriou, Nobuyoshi Araki, Marcella Barcel, Alvaro Barrington, Alina Bliumis, Francesco Clemente and Johan Creten.

Also exhibited are works from Jean-Philippe Delhomme, Mimosa Echard, Laurent Grasso, Oda Jaune, Anselm Kiefer, Roni Landa, Robert Mapplethorpe, Thandiwe Muriu, Duy Anh Nhan Duc, Not Vital, Ghizlane Sahli, Jennifer Steinkamp, Lise Stoufflet, Mykola Tolmachev, Yan Pei-Ming and Jiang Zhi.



Guerlain prides itself on its association with art and artists, whether it is for bottles, campaigns, product or simply sponsorship. Image: ARR, Guerlain

Guerlain since 2006 has hosted high-profile exhibitions of works by avant-garde contemporary artists.

A longtime supporter of art, Guerlain with its annual event continues its collaborations with artists since its founding in 1828.

This year, Guerlain is also host partner of Paris+ par Art Basel.

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