

FRAGRANCE AND PERSONAL CARE

# Louis Vuitton scent master's work revealed in 'A Perfume Atlas'

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*The literary offering is highly visual, bringing the provenance of the brand's perfume ingredients to life. Image courtesy of Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

French fashion house [Louis Vuitton](#) is taking fans on a sensory journey.

The work of master perfumer Jacques Cavallier Belletrud is revealed in a new publication, out now. The first book to be orchestrated by the fragrance professional, "A Perfume Atlas" explores the raw materials that are behind Louis Vuitton scents.

## Perfume to page

Consumers can embark on an on-the-page adventure to new, remote destinations around the world thanks to the literary drop.

Following along on Mr. Belletrud's quests for perfume ingredients, readers get an exclusive look at the sourcing process that makes their favorite products possible. He travels all over the planet to find both inspiration and tangible materials for his craft.

Folklore and journalism come together for the tales being told.



*A bigger box set is available that houses both the book and a selection of vials filled with raw perfume ingredients. Image courtesy of Louis Vuitton*

Written by author Lionel Paills, "A Perfume Atlas" captures international stories both in word and image. Illustrator Aurore de la Morinerie and photographer Sbastien Zanella grace the work with their vibrant visuals more than 200 watercolor paintings depict harvest, extraction, distillation and blending.

The book is for sale [online](#) and at Louis Vuitton boutiques worldwide for \$160.

Taking it a step further in the sensorial direction, a limited-edition box set is also available. Inclusive of 45 vials holding fine extractions of raw materials that were selected by Mr. Belletrud himself, the exclusive option retails for 5,000 euros, or \$5,425, at select stores.

The book continues last year's efforts to shine a light on this part of the brand's business ([see story](#)). As luxury shoppers increasingly demonstrate that they are willing to pay more for transparent offerings, particularly when it comes to beauty, marketing ploys and offerings such as these are likely to multiply within the sector.

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