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ARE JUST  
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LUXE LIFE



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# New Popup Is on the Nose

by KELLY LAFFEY

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inside diptyque's new popup at 112 Mercer Street, the fresh smells are scent-scational.

The popup, diptyque's first-ever, celebrates 50 years of diptyque perfumes. During the next three months, visitors are invited to discover a new diptyque experience. There, they'll understand how diptyque unites the senses in the world of haute perfumery.

Launched in celebration of, L'Eau, which was diptyque's first eau de toilette and the first niche, genderless perfume to hit the market, the popup also introduces fragrant New Yorkers to two new scents—Fleur de Peau and Tempo. True to the timing of L'Eau's debut, the two perfumes channel the psychedelic 1960s and the iconic olfactory territories of the era. Visitors will be able to experience the scents in specially designed *cabines*—private rooms that feature an interactive video with diptyque's perfumer and the artist behind the labels.

The popup showcases how storytelling, art and perfume intersect. "There's always been a connection between the perfume and art," says Julien Gommichon, the president of diptyque's American market. Among the stations inside the space is a wall of 50 different postcards with diptyque's iconic imagery, including the oval labels, as well as illustrations, perfumer and artist graphics, and raw material photographs. "The artwork often reflects a personal story, but it can also be a rendering of an emotion or even an imagination," says Gommichon of the brand's designs, which have become almost as iconic as the scents.

Among the other experiences are the artist's box, which allows people to experience the perfumes, including the popular Do Son, through a new scent diffusion technology. Do Son features hints of tuberose, orange leaves, pink peppercorns and musk. There will also be various weekend activations.

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