



PRESS FILE

A Perfume by Jacques Fath and Vincent Roubert

Jacques Fath was a genius designer. Known for dressing "the chic young Parisienne" and designing some of the most glamorous dresses, some embedded with diamonds, he also created for Hollywood stars, such as Ava Gardner, Rita Hayworth and Greta Garbo. He was considered as one of the greatest couturiers of the post-war period, imprinting a modern and joyful style to the Parisian Haute Couture.

Fath's success was just as dazzling as his life, as he passed away in 1954 at the age of 42. However, he managed to mark his time by building a fashion empire and by launching mythical and timeless perfumes.

Vincent Roubert, one of the greatest perfumers of that era, collaborated with Jacques Fath at the onset of his glory. As a result, two iconic perfumes - **Green Water** and **Iris Gris** - were born between 1946 and 1947.

Both compositions reflect the perfumer's signature, his preference to work with short formulas and existing olfactory bases that he perfectly combined with noble ingredients. In order to create beauty and to touch perfection, he remained faithful to his vision as he summarized it : " Often, much time is needed to capture, following an insidious light touch , the round and sensual note of novelty " (*Extract from "The Perfume of Memories", 1950, by Vincent Roubert in "L'Industrie de la Parfumerie"*).



Iris Gris, vintage ad

Iris Gris by Jacques Fath, an iconic perfume

Jacques Fath's **Iris Gris** is considered by professionals and fragrance lovers as one of the greatest perfumes, if not the greatest, unequalled since its creation. It is based on two main accords: Iris and Peach, a balanced duo, evoking simultaneously a secretive sensuality, vegetal, softened by a round fruity juicy note. It is a unique mixture that reveals the multiple facets of Iris and reflects **Vincent Roubert's** exceptional know-how. The precious root, considered as the "diamond" of perfumery, perfectly mixes with Jasmine from Grasse and Carnation. Vetiver and sandalwood complete the notes of this masterful symphony.

The formula with an Iris concentration of an unreached level made of Jacques Fath's **Iris Gris** the most expensive perfume composition in the world. Understandably, as once smelled, the scent remains deeply engraved in one's memory.

However, the saga of Jacques Fath's **Iris Gris** did not last long: launched in 1947, it did not survive the sudden passing of its creator and disappeared the same year as **Fath**, in 1954. With time, the remaining number of pieces rarified so much, becoming more and more precious. With its history, its beauty and its exorbitant cost, Jacques Fath's **Iris Gris** attained over the years the status of "Iconic Fragrance". Suspended in time like a forbidden figure, the name enchants sparking illusions and legends. Often copied and certainly never equaled, it remains unique and timeless.

L' Iris de Fath, the rebirth of a myth

Jacques Fath's **Iris Gris**, which was thought to be lost forever, provoked passions in the world of perfume, as such a mythical and evocative signature could leave no one indifferent. However, it was unthinkable that this heritage, deeply anchored in **Parfums Jacques Fath's** DNA, remained prisoner of the limbo of the past. This myth of the modern perfumery had to be brought back to life.

Under the supervision of Creative Director **Rania Naim**, **Parfums Jacques Fath** had the bold idea to launch an international competition, inviting perfumers to reproduce as authentically as possible this exceptional fragrance. The original formula being held by the Osmothèque *, the brand relied on its knowledge of the perfume and used the talent and experience of a committee of recognized experts: Master perfumers, critics, connoisseurs and perfumery historians. These professionals will evaluate "in blind" the different proposals and will vote as a jury.

It took countless sessions, research, hard work, unforeseen retouching and reweighing by the milligram for each perfumer to present his version. At the end, experts voted unanimously for what seemed to be the obvious:

The myth was born again through the co-writing of two young talents: **Patrice Revillard**, Perfumer and **Yohan Cervi**, Creative Director of Maelström.

Like a chrysalis turning into a butterfly, there is now **L'Iris de Fath**. The One and Only.

After all, no matter the name, no matter the color, as long as emotions remain intact.

**The International Conservatory of Perfume*



Rania Naim, Parfums Jacques Fath Creative Director



L'Iris de Fath and Coffret

L'Iris de Fath by Patrice Revillard and Yohan Cervi

"We worked on this project for almost a year, doing many back and forth trips. First, we gathered our knowledge about the perfumery of that time, the basics and ingredients frequently used, the way of formulating, the search for textures etc... We had also a certain knowledge of **Fath's Iris Gris** and **Vincent Roubert's** work.

To formulate the perfume, we summarized all this data, and smelled the different vintage perfumes that were at our disposal, including the beautiful re-composition of the Osmothèque, made by Master Perfumer **Jean Kerléo**.

Each version, each sample was different and we had to memorize the best in each. The most crucial was to obtain the same curve of evolution as in the original fragrance and preserve same sensations and emotions, using as many ingredients of that time as possible.

All this was achieved by using our knowledge, our noses, without direct access to the formula, only for one purpose: to be able to admire and smell again this masterpiece that was thought to be lost, proportioned in noble ingredients at a breathtaking level.

The main components used in the original version were preserved as they shape the complexity and fullness of **L'Iris de Fath**. No compromise on the dosage nor on the quality could therefore be accepted. At the same time, we had to take different paths from those undertaken by **Vincent Roubert** to achieve the same effects and to provoke the same emotions."



Patrice Revillard, Perfumer



*Yohan Cervi, Creative Director
at [Maelstrom](#)*

“What made Maelstrom’s **L’Iris de Fath** special was that it seemed to magically put together all the different facets of the —very different— samples of Jacques Fath’s **Iris Gris** we had available. Naturally, their submission smelled wonderfully of the Iris, but more importantly it had that extra message of style and refinement which made Jacques Fath’s **Iris Gris** unique and far more than a mere “iris fragrance”.

Luca Turin (Researcher and writer)

L'Iris de Fath, composition

The fragrance opens on a luminous accord composed of Neroli and Petit-grain, followed by a fluffy Peach note, sparkling and gourmand. The overdosed complex and rich Iris shaped in all its facets, blends admirably with the Peach, creating a heart filled with powerful and joyful emotions. A bouquet of Jasmine, Rose and Violet enhances delicately these sensations, while the Carnation brings its spicy touch adding structure to the perfume.

Vetiver Bourbon, Sandalwood and Oak Moss Absolute entrench the scent on the skin through darker and more mysterious facets.

Top notes: *Neroli, Petit-grain, Bergamot, Peach.*

Heart notes: *Iris Absolute, Iris Butter, Jasmine from Grasse Absolute, Turkish Rose Absolute, Violet Flower, Violet Leaf, Carnation Absolute.*

Base notes: *Oak Moss Absolute, Sandalwood, Bourbon Vetiver, Musks.*



JACQUES FATH
PARIS



L'Iris de Fath

30ml Perfume

Presented in a luxurious box covered with grey leather, the faceted crystal-like bottle has a glass cap with a rod to dose and reproduce the elegance of the gesture.



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