

BLANCHE

Eau de Parfum

BYREDO

A longstanding icon in the Byredo catalogue, Blanche explores the smell of texture and skin; bodies slipping beneath fresh sheets; laundry baskets filled to the brim; a punch of detergent. An aldehyde hit softens into delicate rose; through sandalwood and musk, the allure and intimacy of human touch.



FLOWERHEAD

Eau de Parfum

BYREDO

In traditional Indian weddings flowers are everywhere. The explosion of colour is wildly celebratory and the intertwining scents are overwhelming. Flower heads are strung together on giant leis which are exchanged between bride and groom as a token of mutual respect.



LA TULIPE

Eau de Parfum

BYREDO

When tulips start blooming, it is the sign that Spring has sprung. With the dull days of winter at an end, gardens come to life with bold colors and clean-cut shapes. Tulips may not be the first flowers you would think of as being fragrant, but a number are definitely sweet-smelling.



