



LIQUIDES
IMAGINAIRES

- PARFUMS D'ÉLEVATION -

BELLE BÊTE

An edition of 100 of the second opus of Eaux de Peau available from September 2016

In September 2016, Philippe Di Méo unveiled BELLE BÊTE, the second opus of the "Eaux de Peau" by Liquides Imaginaires. A first edition of 100 copies is available in the most prestigious points of sale. The official launch will take place in January 2017.

Since the dawn of time, ancient, then contemporary mythology has described the existence of human beings able to transform themselves into wild animals. This transformation inherited or decided by a voluntary ritual occurs at night, generally when there is a full moon. This belief endures today, sometimes becoming a modern fiction presented in the arts, fantasy literature and cinema.

BELLE BÊTE is born of this legend. A perfume that makes the wearer a beautiful beast, triggering strong emotions and the consumption of nocturnal flesh!

BELLE BÊTE is a wild and passionate encounter between the beast and its loving prey. A feline beauty emanates from its claws in a spiced and powdery olfactory attack before enveloping the human body in its soft fur and animal heat.

A perfume between softness and animalistic vigour. A perfume between tension and sensuality.



TOP

Green notes of hazelnut, Iris accord, Saffron notes, Chili accord, Rhubarb accord, Salvia sclarea

MIDDLE

Atlas cedar, Cashmeran, Indonesian patchouli, Vetiver essence from Haiti, Coumarin, Coffee

BASE

Castoreum base, Civet base, Costus base, Suede accord, Musk, Ambrettolide

Perfumer : Carine Bouin (Givaudan)

A NEW TAKE ON A LEGENDARY KISS

Belle Bête draws its inspiration from "The Kiss of the Sphinx" by Franz von Stuck, a masterpiece of German romanticism at the end of the 19th century. For Philippe Di Méo, it was an opportunity to take the interpretation even further.

With Julien Benhamou, photographer of the Paris Opera, he thought up the genesis of the painting in three scenes:

Capture
Desire
Possession

This obsessive encounter provides us with a last image:

LThe Kiss

Dancer Valentin Regnault succumbs to a kiss from contortionist Elena Ramos, the sharp-clawed sphinx.





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- LA CAPTURE -



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- LE DÉSIR -



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- LA POSSESSION -



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— LE BAÏSER —

LIQUIDES IMAGINAIRES, perfumes of elevation...

Liquides Imaginaires are a sensory creation by designer Philippe Di Méo, for his 2011 exhibition at the Maison des Centraliens. While in ancient times perfume was a means of communicating with the gods with smoke (from the Latin per fumum), its current embodiment is expressed in symbolism: to bring about a shift from the material to the immaterial, from solid to liquid, from the visible to the invisibility of emotions. Take a deep breath of the perfume's vibrations and succumb to its wonderment and power of elevation.

From romanticism to surrealism, Liquides Imaginaires are driven by the same desire to escape reality. They urge lovers to look beyond the veil of beauty and break away to visit unknown lands where mystical scents hang in the air. Philippe Di Méo's ideas stem from the power of mythology, the beauty of the great outdoors, the history and searing strength of human passions.

Far beyond the simplistic purpose of a beauty accessory, the beauty of Liquides Imaginaires is found in the freedom of these creations. A gift of an imaginary world within reach, an invitation to a stationary journey, to escape with an invisible language.

These olfactory trilogies are perfumes of elevation.



USEFUL INFORMATION

Belle Bête – Eau de Peau – 100ml - 250 Euros
Perfumer : Carine Bouin (Givaudan)

Edition of 100 available in September 2016
Liquides_ 9 rue de Normandie, 75003 Paris
Le Bon Marché_ 24 rue de Sèvres, 75007 Paris
L'Éclaireur_ 40 rue de Sévigné, 75003 Paris

[DOWNLOAD THE VISUALS IN HD](#)

www.liquidesimaginaires.com
Instagram : @liquidesimaginaires

Philippe Di Méo, auteur des *Liquides Imaginaires*
©Julien Benhamou

A few lines about...

PHILIPPE DI MÉO

A graduate in architecture at the Aix-en-Provence School of Fine Art and founder of his own agency, Philippe Di Méo has been designing for the luxury industry for almost 25 years. He is a master of reinterpreting heritage. His particular interest in liquid matter, for its substance and fluidity, led him to work especially with alcohol brands.

From a very early stage, he grasped the importance of narration and experiential work. He looked into tasting and consumption rituals and designed packaging with this in mind. For him, design refers to an openness to infinite universes and a desire to increase an object's creativity. Objects become the subjects of an unfolding story. His curiosity pushed him to build bridges between different words and to offer deep and cross-cutting experiences, by scripting and ritualising each stage. One example is his first encounter in catering with R'Aliment, an avant-garde organic restaurant. A connoisseur, he offers experiences of the senses, of taste and flavour.

In 2005, he started foresight research on perfume with a specific interest in body secretions. Supported by Givaudan, which remains a loyal partner to this day, he created the first three Liquides Imaginaires and laid the foundations for this mystical universe referenced in the names of the fragrances and the amphora bottles that come with each scent. He unveiled his first creations during the "Rives de la Beauté" event. In meeting David Frossard, this original creative momentum was furthered, and the exhibition gave rise to a genuine brand.



Photo ©Roberto Greco



JULIEN BENHAMOU

Photographing dance and opera is no easy feat. However, some artists know how to capture the high points and successfully bring out the expressive wealth of a gesture or expression. Julien Benhamou is one of these photographers who not only know how to take hold of life on stage, but also to tame the lighting to highlight the dancers, singers or unknown people who stand before his lens. The Paris Opera has understood this and has entrusted him with the photography of its productions for eleven years.

Exhibitions:

May 2007: French Ministry for Culture in Paris – Project on dancers of the Paris Opera

March 2012: Council of Europe in Strasbourg - Julien Benhamou-photography

Nov 2012: Grand Palais - Participation in the Link pour Aides exhibition

Nov 2014: Auction at Tajan

Dec 2014: Auction at Drouot

April 2015: Le Bristol, retrospective

May 2015: Les Mots à la Bouche bookstore, Nus

March 2016: Blessed Unrest at the NO MAD Gallery

September 2016: Favela chic

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