L’eau en Blanc at The Parfumerie

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The dreamy fragrance, L’eau en Blanc by Lolita Lempicka, is now available at The Parfumerie. The fragrance is ethereal and romantic, inspired by the scent of white violets and powdery iris, enhanced with the sweet aromas of cherry, raspberry and liquorice, while the base is woody and oriental due to the addition of vetiver, tonka bean, heliotrope and musk.

Lolita Lempicka is well known for her wonderfully romantic and feminine fashion collections, and her popular bridal gown line, named “Lolita Brides”. Speaking about why she created L’eau en Blanc (Water in white), Lolita Lempicka says “I give each of my bridal dresses a soul, a spirit, so that the woman wearing it would feel like a princess, a goddess or an enchantress. I created L’eau en Blanc to make women feel even more special on this occasion when they are the heroines of their own fairy tale.”

The clear, pink-tinted bottle decorated with white and gold ivy leaves also captures Lempicka’s ideas of love and fairy tales. “I love white with a hint of powder pink or with a subtle gold sheen. And if white is the colour of weddings, pink is the colour of first love, the first kiss, the first time she says ‘yes’,” says Lempicka.