

## Miss Dior's new EdP takes a couture flourish

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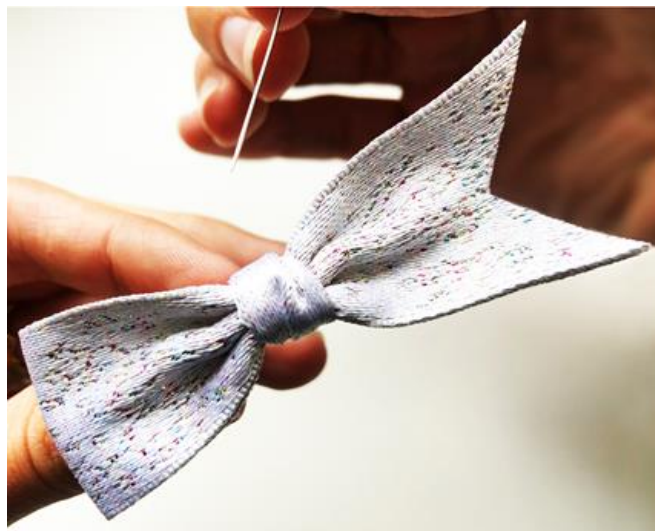
Described as a “millefiori” olfactive, Miss Dior Eau de Parfum is the latest scent to join Parfum Dior’s iconic fragrance franchise. The packaging sports a new couture bow made by French ribbonmaker Julien Faure.

Miss Dior Eau de Parfum, the newest [Miss Dior](#) launch from Parfums Dior, is housed in the collection's iconic, square-shaped flacon ([Pochet du Courval](#)). The emblematic houndstooth motif on the bottle’s base is engraved in the mold. The cap ([Qualipac](#)) is in Surllyn.

Dior called on Julien Faure to create a couture bow, the first time the French ribbonmaker has worked with a luxury perfume maison. Made on traditional wooden looms dating from the early 19th century, the jacquard ribbon is woven with 396 threads, with some 12,000 thread crossings per centimeter. The ribbon sports myriad pastel flowers in an all-over pattern – no two ribbons are the same. Julien Faure used a particularly fine multicolored thread to ensure the ribbon remained soft to the touch.



The ribbon is tied into a bow by hand ([Seram](#)) and stitched onto the ring system that is the work of Qualipac. It is then placed on the neck of the fragrance bottle.



Miss Dior Eau de Parfum was created by in-house perfumer François Demachy. Described as a “millefiori” olfactive, it blends notes of centifolia rose, lily of the valley

and iris.

The fragrance launched in August and retails at €76 for 30ml, €104 for 50ml and €147 for 100ml.



BottlePOCHET DU COURVAL



Ribbon knotting and assemblySERAM



QualipacCAP



BoxWAUTERS



RibbonJULIEN FAURE



PerfumerFRANÇOIS DEMACHY

(DIOR)