



Discover the fragrance of the France Pavilion created by Dominique Ropion, Master perfumer at IFF

September 8th, 2021 – The France Pavilion at Dubai World Expo is delighted to count IFF, the world’s leading perfume designer, among its Associate Sponsors. This unique partnership resulted in the creation of the France Pavilion’s perfume by Dominique Ropion, Master perfumer at IFF, to be sold in the Pavillon’s official shop.



DOMINIQUE ROPION
MASTER PERFUMER



BLACKCURRANT BUD FROM BURGUNDY / BOURGEON DE CASSIS DE BOURGOGNE
SAMBAC JASMINE FROM INDIA / JASMIN SAMBAC D'INDE
NARCISSE FROM LOZÈRE / NARCISSE DE LOZÈRE
LAVANDIN FROM PROVENCE / LAVANDIN DE PROVENCE
CYPRESS FROM PROVENCE / CYPRES DE PROVENCE



The France Pavilion’s fragrance is signed by Dominique Ropion, master perfumer at IFF. His creations has embalemd the world of luxuray from Givenchy to Thierry Mugler, Lancôme to Dior, YSL, Frederic Malle and many others, he is indeed the most prolific artist in French perfumery. His creativity,his mastery of the art, and his sensitivity enabled him to create iconic perfumes, which become symbols in the world of luxury and the French art of fine living.

Perfume is one of the many French savoir faire of excellence.

This fragrance specially created by Dominique Ropion will allow visitors to leave with an strong sensory impact, which will extend the experience sustainably.”

Erik Linquier, Commissioner General for France at Dubai World Expo and chairman of Cofrex



The Pavilion’s fragrance is produced at the IFF workshop in Grasse, the legendary birthplace of French perfumery. Hand-weighed according to the tradition of hifh perfumery, by operators who inherited this craft, it embodies the excellence of the french perfumery savoir-faire: creation, exceptional raw materials, high-quality artisanal manufacturing.

“It is a great honour for me to have created this ambiance fragrance to accompany each visitor in the France Pavilion with an invisible luxury.”

Dominique Ropion, Master Perfumer at IFF

The France Pavilion’s fragrance is a floral, luminous bouquet, like the France Pavilion it is an immersion in the iconic raw materials of the high perfumery: Burgundy blackcurrant bud and Indian jasmine, both certified «For Life» by Ecocert, guaranteeing their sustainability; narcisse de Lozère, cypress and lavandin de Provence.

IFF and the perfumer workshop, Grasse: a world leader in perfume creation

At IFF, a leader in the food, beverage, fragrance, health and bioscience industries, science and creativity come together to create essential solutions for a better world – global references and unexpected innovations and experiences. Combining the beauty of art with the precision of science, IFF is an international group of thinkers that creates the fragrances, flavours, experiences, ingredients and solutions that the world craves, with a commitment to do better for humanity and the planet. IFF perfumers create iconic perfumes, for major international brands as well as niche brands. As artists of the perfumery, they also collaborate regularly with artists, designers, fashion schools around the world, for creations with artistic vocation and enchant the world by smells. The IFF perfumer’s workshop in Grasse combines the excellence of the French tradition of high perfumery with technology: a unique place of production and creation, it embodies the high perfumery of tomorrow.

Dubai World Expo, the international event of 2021

Expo 2020 Dubai **is the first universal exhibition in the MEASA region** (Middle East, Africa and South Asia), will be held under the central theme “Connecting Minds, creating the Future”. With more than 200 participants from a wide range of countries, organizations, companies and academic institutions, the Expo 2020 Dubai is expected to attract 25 million visitors.

The global Expo exhibitions have always been ranked **at the forefront of major international events** alongside the Olympic Games and the Football World Cup. They are also among the oldest events in the world, the first being the Great Exhibition of 1851 held in London, the United Kingdom.

In the present days, the ambitions of these exhibitions have evolved towards **international cooperation and the search for solutions to biggest challenges facing humanity**. For the period of six months, all countries in the world will gather to reflect, propose and implement concrete solutions for the good of humanity. In terms of the health crisis we are experiencing, this theme is not only a proposal, but an imperative.

Meet the France Pavilion’s sponsors

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About COFREX

Founded in January 2018, COFREX (French Exhibition Company) is a publicly owned simplified joint-stock company. Its creation was a turning point for French involvement at international events for the general public, as it was the first time that an expert body had been put together in this area. Its aim is to prepare, organise and oversee France's participation in universal and international Exhibitions.

COFREX's creation is part of a sustainable, long-term project to use the experience of previous Expos in order to perfectly and cost-effectively organise France's involvement at World Expos and other international exhibitions. Its role falls under the rationale of partnership between public and private operators working to boost France's image and international appeal.

For more information: www.cofrex.fr