



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES

Eden-Roc New fragrance by Dior

Antibes, April 2021

Under media embargo until May 1st, 2021

At the very tip of Cap d'Antibes stands the majestic Hotel du Cap-Eden-Roc, iconic property and celebrated hideaway where tranquillity and pleasure meet against a verdant backdrop facing the Mediterranean Sea.

In celebration of the hotel's 150th anniversary and to pay tribute to its exquisite natural surroundings, the 'Grande Dame' has collaborated with Maison Christian Dior on a signature Eden-Roc fragrance. It is the fusion of two emblems of French art de vivre: the inimitable Parisian elegance of Maison Christian Dior and the sun-bathed luxury of this iconic palace, member of the Oetker Collection.

Through this new fragrance, François Demachy, Dior Perfumer-Creator, celebrates the eternal magic of the Riviera's premier palace.

'When creating Eden-Roc, I was imagining an arrival at the hotel by sea. The salt, the sun, the rocky shore and the lush vegetation... The sillage is an olfactory image of this magnificent refuge. The accords express the fullness of the Mediterranean: the seawater, the flowers and citrus fruits, the aromatic herbs and maritime pines. The beauty of Eden-Roc under the warm sun is distilled in this irresistible daily ritual. It is a delight of a fragrance, inspired by the serenity of this unparalleled destination and custom designed in its honour.'

François Demachy, Dior Perfumer-Creator

Philippe Perd, Managing Director at Hotel du Cap-Eden-Roc comments, 'This fragrance marks the union of two icons of French heritage and elegance for whom innovation and tradition are closely linked. We are in tune. François Demachy has succeeded at turning a dream into reality with this unique fragrance that so incredibly resembles the location.'

The Eden-Roc fragrance is a burst of emotion that lingers in the air like a gentle Mediterranean breeze. A bright encapsulation of the Riviera, its balanced blend of mineral and plant essences invoke the feeling of discovery in a landscape of paradisiacal beauty.

To accompany the fragrance, François Demachy has transposed his melodious notes of seawater, wood and floral blossoms into a candle, a liquid hand soap and a body cream. These three essentials are sensuous conduits of simple, everyday luxury. At bath time or simply for a moment of relaxation, each of these creations communicate the sweetness of life in this corner of paradise.

Eden-Roc by Maison Christian Dior will launch worldwide on May 1st, 2021 in Maison Christian Dior boutiques.

Fragrance 125ml : 220 euros
Fragrance 250ml : 315 euros
Fragrance 450ml : 400 euros

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ABOUT OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels, Estates and Villas in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Hôtel du Cap-Eden-Roc in Antibes, Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Château Saint-Martin & Spa in Vence, The Lanesborough London, L'Apogée Courchevel, Eden Rock-St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva, Hotel La Palma in Capri (Opening Spring 2022) and more than 150 private villas and estates around the globe.



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