

Company news

Geneva, 25 October 2024

Givaudan unveils L'Appartement 125, its new dedicated Fine Fragrance Creative Centre in Shanghai, China

The first transformative bridge connecting Givaudan with Chinese brands to co-create the future of fine fragrances

Givaudan, the global leader in fine fragrance creation, is proud to announce the opening of L'Appartement 125, a state-of-the-art Fine Fragrance Creative Centre located in the heart of Shanghai. This innovative space is designed to foster co-creation between Givaudan's talented perfumers and Chinese brands, setting a new standard for fragrance development in the region.

Gilles Andrier, CEO of Givaudan, stated: "Since our entry into the Chinese market in 1988, Givaudan has witnessed remarkable growth and transformation. China is not just a key market for us, it is a vital source of inspiration and innovation. The unique cultural richness and evolving consumer preferences here drive us to create fragrances that resonate deeply with local consumers. As we continue to invest in this dynamic market, we remain committed to fostering partnerships that reflect the essence of China's vibrant fragrance landscape. We are now opening a new page to accelerate our growth in Fine Fragrances with L'Appartement 125".

A unique visionary design

Nestled in the bustling commercial district of Shanghai's former French Concession, and designed by renowned Chinese designer Mr Ma Wen, L'Appartement 125 harmoniously blends modern technology with traditional craftsmanship, western perfumery know-how and eastern sensitivity, poetry and inspirational vibrancy, creating a minimalist space that encourages imagination and sensory exploration.

The design incorporates natural materials and elements inspired by traditional Chinese aesthetics, fostering a calming and inspiring atmosphere. Features, such as a fully operational laboratory, an interactive fragrance wall and a sensory garden, allow our customers to engage with fragrances in innovative ways, making the creative process both enjoyable and educational.



Geneva, 25 October 2024

Xavier Renard, Global Head of Fine Fragrances, said: “The design of L’Appartement 125 reflects Givaudan’s essence — an invisible dialogue between the modernity and the tradition. This space is a testament to our commitment to innovation and collaboration, where fine fragrance perfumers and customers can co-create fragrances that tell unique stories. A dedicated fine fragrance team, starting with talented perfumer Jasmine Liu, will be permanently established in Shanghai, working in close connection with our global fine fragrance team. We will make sure these collaborations infuse and generate new ideas and concepts allowing us to push even further the boundaries of fine fragrance creativity and success stories.”

The future of Givaudan’s Fine Fragrances in Shanghai – one team behind

As part of Givaudan’s 2025 strategy, L’Appartement 125 positions the Company as a leader in the Haute Parfumerie market segment in China. The creative centre will not only serve Chinese brands but also nurture other customers by providing insights into the latest trends in the Chinese market, including the increasing demand for personalised and highly premium fragrances.

The centre will also host workshops, training sessions, and fragrance exhibitions, further solidifying Givaudan’s role as a thought leader in the industry. By engaging with local talent and fostering innovation, Givaudan aims to create a vibrant community of fragrance creators.

Yaling Li Head of Fragrances China & Korea said: “Our diverse and inclusive team is dedicated to bridging regional and global needs. With the opening of L’Appartement 125, we are excited to offer a comprehensive end-to-end solution for fragrance creation that meets the evolving demands of consumers in China.”

L’Appartement 125 stands as a significant milestone in Givaudan’s journey, further solidifying its leadership in the fine fragrance industry and its commitment to creating fragrances that consumers love.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2023, Givaudan employed 16,260 people worldwide and achieved CHF 6.9 billion in sales with a free cash flow of 13.3%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people’s health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

Geneva, 25 October 2024

About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

For further information please contact

Claudia Pedretti, Head of Investor and Media Relations

T +41 523 540 132

E claudia.pedretti@givaudan.com

Pauline Martin, Fragrance & Beauty Communications

E pauline.martin.pm1@givaudan.com

Irene Gu, Communications China

T +86 21 2893 1195

E irene.gu@givaudan.com

Follow Givaudan on [Instagram](#), [LinkedIn](#), [X](#), [Facebook](#), [YouTube](#)