

NOMADE

EAU DE PARFUM
NATURELLE

parfum 100% d'origine naturelle

An invitation to encounter

A quest for freedom. Open-mindedness. The delight of discovery. Driven by the allure of elsewhere, the Nomade woman soars away to new horizons, new encounters.

Each one is a treasure that she carries through her lingering scent. Engaging with others and creating connections, she explores new territories and arrives at new perspectives. To her, each experience is a way to grow ever more confident and accomplished.

Chloé asserts a new olfactory voyage for this woman in pursuit of meaning and authenticity: Nomade Eau de Parfum Naturelle, a fragrance celebrating the merging of cultures and the poetry of encounters.

The future is on the horizon

Nomade Eau de Parfum Naturelle combines luxury with the willingness to contribute to a more social and environmental responsibility. It fully expresses the Maison's commitment to center its creative approach around improving the impact of its activities on the planet and in society.

Now, with a 100% natural-origin fragrance and lower-impact packaging, Chloé proposes a radiant and irresistible jasmine blossom.

Rediscovering jasmine

Nomade Eau de Parfum Naturelle marks a new olfactory territory for Chloé: a gourmand jasmine fragrance composed by the perfumer Caroline Dumur.

Upon first impression, this new scent takes the imagination to a distant landscape at sunset. The essence of bergamot bursts through – as refreshing as a breeze on the dunes – while Egyptian jasmine absolute provides sensuous, generous overtones. The flower's timeless elegance meets the smoothness of a date accord, as vanilla and sandalwood weave a warm, addictive base.

Nomade Eau de Parfum Naturelle contains no artificial colouring. It is a vegan* fragrance, formulated with a 100% natural-origin fragrance, naturally derived alcohol and water. Nothing else.

The main ingredient, jasmine, is harvested in Egypt according to a method that contributes to more responsible practices**. Incidentally, Egypt is also the native country of Gaby Aghion, the founder of Chloé.

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Responsible luxury

The emblematic Nomade bottle is reinvented in shades inspired by nature: ochre tones which evoke sand, raw minerals, and the sun at its peak. A braid, tied around the neck of the bottle, represents the bonds established through travel and ongoing encounters. This symbolic motif is also engraved in the glass.

Reconceived to help to reduce the impact on the environment, this new design includes recycled materials, which make up 15% of the glass bottle and 40% of the cardboard box. Moreover, this cardboard is FSC-certified, which denotes that wood is procured according to procedures that guarantee sustainable forest management.

The strength of connection

A new face joins the history of Chloé Nomade: the British actress, singer and producer Naomi Scott. Revered through her roles in *Aladdin* and *Charlie's Angels*, she will soon star in the science fiction movie *Distant*, slated for release in September 2022. She is an active supporter of women's rights and is the ambassador of the organisation *Compassion*, which assists underprivileged children throughout the world.

Perfectly embodying the spirit of Nomade Eau de Parfum Naturelle, Naomi Scott was raised in London by her British father and Indian mother raised in Uganda, thus growing up in the confluence of several cultures.

In this campaign, shot by Zoë Ghertner, Naomi Scott appears with several other women amidst sand dunes. Through a range of encounters, their personal voyage emerges as a collective adventure. On her wrist, the braided bracelet echoes the one on the bottle, underscoring the bonds that tie them together.

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* formula with no animal derived ingredients or by-products

** For this fragrance, two selected and trusted suppliers of jasmine grandiflorum in Egypt deliver premium, 100% pure and natural extracts, with a commitment to environmental management. These producers have implemented various initiatives to improve the living conditions of local communities such as actively supporting girls' education & women employment.