

Le Jardin Retrouvé rolls out Mousse Arashiyama

EdP

DOLORES DAMADE

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French niche fragrance brand Le Jardin Retrouvé has expanded its fragrance collection with the launch of Mousse Arashiyama. The EdP already exists in scented candle and [scented stem diffuser format](#).

With durability and local sourcing as major objectives, Le Jardin Retrouvé called on French creative agency centdegrés for the packaging design of its new fragrance, Mousse Arashiyama. The arched form of the refillable flacon (sourced from Regolite France) is designed to resemble a gate. The bottle is topped with a green bakelite cap ([Technicaps](#)) and is fitted with a pump from [Silgan Dispensing](#). Inspired by Kyoto, the label (DB Premium) features Japanese-style drawings. It is digitally printed on a glossy PP substrate and has a matte protective coating.

The fragrance comes in either cardboard boxes (Cartonnages Bes) that are FSC, PEFC, and Imprim'vert certified, or eco-friendly textile pouches.



Created by in-house perfumer Maxence Moutte, Mousse Arashiyama was heavily influenced by Arashiyama gardens in Kyoto and is intended to evoke their “sense of serenity, spirituality and contemplation”. The scent blends mossy notes of cedar wood, patchouli and lentisk with a hint of bergamot. “Transforming a scent previously created for the home fragrance collection into a perfume was surely the biggest challenge, but elevating the existing notes with bergamot enabled us to create a bespoke eau de parfum.” Moutte tells *Luxe Packaging Insight*.

The Mousse Arashiyama fragrance is available in 15ml or 50ml formats and La Re:Source refill will soon launch.



BottleSOURCED FROM REGOLITE FRANCE



PumpSILGAN DISPENSING



CapTECHNICAPS



LabelDB PREMIUM



BoxCARTONNAGES BES



PerfumerMAXENCE MOUTTE



DesignCENTDEGRÉS