

VERESCENCE

PRESS RELEASE

Verescence partners with Parisian start-up Marcelle Dormoy for a collection of refillable travel-size perfumes

Paris, April 12, 2021 – Verescence, the world's leading glassmaker for the beauty industry, has collaborated with the young niche French perfume house Marcelle Dormoy for an exclusive Purse Spray Collection. Nacarat, Heliodor & Gemma Veneris perfumes are now encapsulated in a new nomadic format glass bottle: the CARA from La Collection Verescence in its 10ml refillable version.



THE GLASS BOTTLE

Elegant and timeless, the CARA bottle comes in travel-sized formats to take your favorite perfume everywhere you go. With a square section, it features a slender silhouette, rounded angles and flat panel sides offering an optimal decoration area for printing and accessorization. The glass base captures the light to better enhance the refined design of the bottle.

ECO-DESIGN

In an environmental approach, Marcelle Dormoy has chosen CARA 10ml with a screw neck (GPI 15 400) allowing the user to unscrew the pump to refill the bottle and separate it from the bottle during recycling.

'For this new purse spray collection, we wanted to create a product as beautiful as virtuous, the possibility to refill the bottle is a real advantage. It comes with a customizable vegetable tanned leather case, handmade by leWORKSHOP, a Parisian leather goods and gilding workshop.', says Louise du Bessey, Founder of Marcelle Dormoy.

CARA benefits from the glassmaking know-how of Verescence La Granja. Located in a Unesco biosphere reserve, the factory is Verescence's center of excellence for the manufacture of La Collection bottles and jars.

'We were seduced above all by Marcelle Dormoy's project in connection with our eco-design approach, but we are also keen to support a young start-up that wants to make niche perfumery accessible to all through an innovative digital shopping experience.', comments Bérangère Ragueneau, Marketing and Communication Director at Verescence.



For press inquiries

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About Verescence

Verescence is the global leader in glass bottle manufacturing for the Perfumery and Cosmetics industry and has a production capacity of 600 million bottles per year. Verescence supplies its customers with glass through high quality, environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (4 glass production sites and 5 decorations sites in France, Spain, the United States and South Korea), making it the partner of choice for the world's largest beauty market players. In 2020, the company employed 2,340 people worldwide and achieved sales revenue of 321 million euros.

For more information, please visit verescence.com

About Marcelle Dormoy

Marcelle Dormoy embodies the daring of entrepreneurship by founding her Haute-Couture house in 1927 in Paris: her elegant and timeless creations were designed to enhance all facets of femininity.

The Marcelle Dormoy fragrance collection, made in Grasse, pays tribute to a multiple, assertive and enthusiastic femininity. The fragrances are formulated by Karine Chevallier, an independent perfumer, to embody daring thanks to olfactory creations of character, which make sensibilities stand out.

Discover Marcelle Dormoy at Jovoy Paris or at www.marcelledormoy.com

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