

# LES PARFUMS LOUIS VUITTON

## Météore



### The strength of energy

In 2018, with *L'Immensité*, *Nouveau Monde*, *Orage*, *Sur la Route* and *Au Hasard*, Parfums Louis Vuitton set out to conquer new olfactory territories dedicated to men, the emotions they experience while traveling and their taste for adventure and escape. Today, the collection has been enriched with a sixth, exceptional composition by the House's Master Perfumer, Jacques Cavallier Belletrud, crafted in his creative atelier in Grasse.

*Météore*... A magnetic name, evoking power and light. A phenomenon that arouses fascination all along its path, like flamboyant clouds that set the sky ablaze, dazzling humankind all around the world. Every moment of life becomes an adventure beyond meridians and parallels, transcending time and opening up every kind of possibility. Each day reveals a new horizon, an ever-renewed occasion to shine and resonate with intensity. To transform space into time, a minute into an eternity. One rediscovers one's own life force, a surge of optimism that becomes a promise of accomplishment. When the trajectory is precise and defined, the infinite seems within reach.

## In the heart of light

How is it possible to capture and contain such intense luminosity? For Jacques Cavallier Belletrud, this audacious challenge dovetailed with his ongoing research into freshness, which he reveals here from a new angle in a crystalline, powerful, and instantly bracing composition. To give it such vivacious energy, he selected the noblest of citruses, without concession. Calabrian bergamot, mandarin and Sicilian orange burst forth and, pierced by a ray of light, project a cascade of sun-drenched notes. Their exceptional quality confers unprecedented power; their infusion touches the very heart of the perfume. *"Here, freshness is not only a starting point, it becomes a major vector, a backbone around which all the other elements orchestrate and interlace,"* Jacques Cavallier Belletrud explains. Among them is Tunisian neroli, whose radiant character further elevates the brightness of citrus. This is when a cocktail of spices makes a grandiose impact, revealed by a trio of peppers that sizzle and crackle, clinging to the citrus to better capture their light. A pairing of Guatemalan cardamom and Indonesian nutmeg enhances the fragrance's depth, giving it a distinctive resonance. The Master Perfumer excels at playing on contrast that reveal textures right on one's very skin. As a signature and to add a final touch of sophistication, he selected Java vetiver, an essence magnified here thanks to a unique distillation process. Stripped of its smokiest notes, the ingredient shines in all its complexity, exhaling amber facets as well as fresh and zesty notes of grapefruit or damp soil. And thus the noble, regal vetiver passes from shadow into light, dazzling along the way. *Météore* fuses elements of the sky and the Earth, deploying contemporary elegance without limits.



<i>Eau de Parfum Météore 100 ml</i>	225€
<i>In-store refill 100 ml</i>	140€
<i>Eau de Parfum Météore 200 ml</i>	350€
<i>In-store refill 200 ml</i>	280€
<i>Travel Spray 4 x 7.5 ml</i>	225€
<i>Travel Spray Refills 4 x 7.5 ml</i>	130€

Available as of September 3, 2020 at select Louis Vuitton stores and at [louisvuitton.com](https://www.louisvuitton.com)

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#louisvuitton

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#### About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality. Today, the House remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of Travel” through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery and fragrance. These carefully created products are testament to Louis Vuitton’s commitment to fine craftsmanship.

For further information: [louisvuitton.com](https://www.louisvuitton.com)