

ZADIG & VOLTAIRE / PRESS PACK

THIS IS ZADIG!

Zadig & Voltaire: a Paris-born and quintessentially French fashion house, whose name is a reference to the nickname of founder Thierry Gillier, ferryman of the Voltairian mindset.

1997. The rock star destiny of the Zadig hero and his revolutionary philosopher Voltaire inspired Thierry Gillier to create a new French easy luxury brand. Chic and casual. Young, arty, Parisian. Feminine, masculine. More than an everyday collection, it would be free-spirited, with a rock attitude. It would break the mold and embrace modernity. Cashmere for everyone. Updated basics. A new way to wear jersey with the iconic *Henley* top. Zadig & Voltaire reinvented knitwear: frayed, boiled, unstructured and oversized, visible seams, raw edging, layers. A style that makes a statement. Capsule collections with contemporary artists and designers. Fashion as a statement, art as inspiration. Just one rule: be yourself, completely. Such is the borderless ambitions of the brand's fashion manifesto.

Easy wear. Easy life. Easy luxury. This is Zadig!

THE INSPIRATION!

Rock in the blood

Zadig & Voltaire has invented a mixed silhouette – lithe, dynamic and rock combined with urban yet rugged influences.

It is an attitude of restlessness. Being rock means being yourself. Free, sure of your rebellious elegance, good in your own skin. Just one rule: Always be ready for anything!

“Zadig is a lifestyle, a unique look, a feeling of freedom.”

Cecilia Bönström - Artistic Director, Zadig & Voltaire

Art as inspiration

With a degree from the Parsons School of Design in New York and a passion for art collecting, founder Thierry Gillier draws his resolutely modern and rock-infused inspiration from contemporary art. Whether in his offices, exhibited in the stores or at home, his favorite pieces shape the spirit that flows through the collections. A genuine manifesto for graphic, chic and casual fashion. The freedom to express yourself, completely. “Art is truth.”

A Parisian legacy

Zadig, aka Thierry Gillier: the man who exports Voltaire to the four corners of the Earth, a challenge accomplished and echoed in the brand's reputation, the literary ferryman of French flair, from one generation to another, where casual and serious meet, the contrast of depth and lightness, modern, classic.

THE DESIGN!

Breaking the mold with nonchalance to create a graphic meeting between two heroes and their fragrances. On their own, the two bottles reflect a revolution of love. A passionate love in black and white. Forever rock.

An arty image sculpted in rock. Feminine white. Masculine black. Between harmonies and natures, her and him, together in an intoxicating game of seduction. One against the other, their monochromatic bottles become one. Trailing behind them, an attitude, two timeless essences.

"The bottle design is elegant and simple, inspired from contemporary art. We wanted to focus on a minimalist design, black and white, with this symbol of opposition and attraction between men and women." Cecilia Bönström - Artistic Director, Zadig & Voltaire

THE FRAGRANCE LINE!

"I can't imagine life without fragrance. I like when it leaves behind a trail, asserts a personality. It's an alchemy between you and someone else." - Thierry Gillier, founder.

From fashion to fragrance... The convergence of founder Thierry Gillier and the international expertise of the perfume maker Beauté Prestige International, a trusted partner for the biggest names in fashion and the genius behind many cult fragrances.

The bold spirit of a brand. A vision. The choice by a fashion house that is all about easy chic and rock style that has revolutionized fashion. To create Zadig & Voltaire's olfactory statement, BPI took the brand's DNA and bottled it into two alter ego fragrances. Her, him: opposites attract. Free in Paris, art as inspiration. In their wake lies the elegant signature of sandalwood. A graphic attitude in black and white. Traditional fragrance rules shattered like perfume bottles. They create tension and tell a true story: the alchemy of a couple, forever young.

This new pair of fragrances from Zadig & Voltaire draws from the brand's values to create the unexpected, a meeting of two timeless scents. The HIM/HER Fragrance Manifesto with a unique DNA.

Precious materials combine, each note a declaration that incarnates the brand's casual chic style. The top notes reflect strong and distinct personalities to set the tone: jasmine for her, citrus for him. Harmonies are achieved through chestnut and incense. Sweet vanilla. Masculine black and feminine white find the perfect balance in the unpredictable. They leave behind them a fragrance trail of the arty Parisian life: sandalwood, the addictive signature of Zadig & Voltaire.

This is HER! A woody, heady floral fragrance created by Sidonie Lancesseur and Michel Almairac (Robertet)

White. True. Parisian elegance wrapped in sensuous silk and cashmere. A young, restless beauty jauntily spritzes a floral bouquet of Arabian jasmine brightened with pink peppercorn. A sweet with a rock spirit made of chestnut and vanilla. As free as her looks, her femininity is reaffirmed with an intense, woody and milky base note: sandalwood, the Zadig & Voltaire signature. Confident, unpredictable, irresistible. This is HER!

“For THIS IS HER! fragrance I imagined a rock group playing a furious song in a Parisian apartment.” Michel Almairac (Robertet)

This is HIM! A woody oriental fragrance by Nathalie Lorson and Aurélien Guichard (Firmenich)

Black. Powerful. The gentleman rocker with a leather-hard spirit. This urban wanderer reinforces his confidence with a spicy incense of grapefruit and black pepper. Virility with a soft heart – half vanilla, half incense. A free spirit with a wild instinct: sandalwood, the Zadig & Voltaire signature.

Unfettered, the modern hero, resolutely masculine. This is HIM!

“For THIS IS HIM! fragrance I drew from the brand’s values for inspiration.”

NATHALIE LORSON - FIRMENICH

THE CAMPAIGN!

Nighttime, in Paris. In the City of Light, opposites attract, passion burns bright, all captured in a Parisian apartment by photographer Fred Meylan. His objective: to sculpt the many faces of this fragrance pair.

Her: soft and casual in a worn white tank top, black leather pants and studded boots, a svelte French muse embodied by Joséphine Le Tutour. Him: in a T-shirt and dark jeans, the mysterious, masculine-yet-sensitive, brooding model Sam Lammar.

A feeling of freedom across the cobblestones, hair let loose in the wind. Dancing until the wee hours of the morning. The play of shadows and light.

Skin touching, embracing, separating, feeling. The harmony between two fragrances. The graphic attraction of black and white in an advertising short film by Emmanuel Giraud.

Tristan Casara, aka The Avener, DJ, musician and producer of the exclusive title “You Belong” from the advertising film. This artist uses sampling for his creations and only makes music he loves. He discovers or chooses a song that he wants to make his own and reworks it, cleaving the voices and chopping the music. Following his vision and emotions, he gives the piece a second life, while keeping its heart and soul. Sampling offers a freedom to create and reinterpret.

THE ROCK ANGEL!

Androgynous. Black sunglasses. An angel alights on the piles of books in the Zadig & Voltaire offices. An eccentric symbol of Parisian elegance, inspired from contemporary art. The timeless messenger of this fragrance duo. Its wings are more than a symbol: they are freedom.