



FONDATION
DIPTYQUE

Press release

12 FEBRUARY 2025

DIPTYQUE ANNOUNCES THE CREATION OF THE DIPTYQUE FOUNDATION

Diptyque is delighted to announce the creation of the Diptyque corporate foundation, whose mission is to encourage and cultivate imagination at the heart of society. It is committed to Nature and the Arts – vectors of positive transformation serving the common good.

Since its inception, Diptyque has been driven by the visionary spirit of its founders: three friends, all idealistic artists, united by their love of Nature and Culture, those infinite sources of beauty, wonder and inspiration.

Faithful to the spirit of its founders, the Diptyque Foundation is driven by the conviction that the Arts and Nature are fertile grounds for prompting the power of imagination, feeding creativity and shaping a better future.

In a tormented world threatened by climate change, the Diptyque Foundation aspires to hatch and sow new narratives and imaginations, both individual and collective: essential levers to transform our societies in a positive and sustainable way.

The Diptyque Foundation initiates a five-year plan across three main axes:

- protecting and preserving our botanical heritage and diversity,
- promoting artistic research to inspire change,
- fostering reconnection with nature and the living world.

“Gardens are
landscape of the soul.”

Desmond Knox- Leet
Diptyque co-founder

1/ PROTECTING AND PRESERVING OUR BOTANICAL HERITAGE

The “Conservatoire poétique du vivant” (Poetic Conservatory of the Living) part deploys three programmes and four ambitious supports in 2025:

– The Foundation becomes a benefactor and patron of the Herbarium national du Muséum national d’Histoire naturelle in Paris, to help preserve and promote this exceptional scientific heritage.

– The Foundation partners with the École nationale supérieure de paysage de Versailles to create a new sector dedicated to the art of gardens, aimed at restituting the excellence within the bygone profession of Master Gardener.

– The Foundation is committed to supporting and protecting gardens and remarkable botanical spaces, reflecting the poetic and artistic universe of Diptyque.

- It helps restore the Jardin Serre de la Madone in Menton, an Arts and Crafts-style jewel of the French Riviera.

- It becomes a patron of the gardens of the French Academy in Rome – Villa Medici and its heritage landscape combining art and nature, and also co-create a residency dedicated to the art of the garden.

2/ PROMOTING ARTISTIC RESEARCH

The programme “De la Nature à l’Œuvre” (From Nature to Art) will inaugurate artistic research projects closely linked to nature and the evocative power of olfaction. The multidisciplinary approach mobilises different experts (artists, scientists, botanists, etc.). Further details will be announced later in 2025.

3/ FOSTERING RECONNECTION WITH NATURE

Through “Les Petits Apprentis du Vivant” (The Little Apprentices of the Living), the Diptyque Foundation is committed to fighting “plant amnesia” by raising public awareness –particularly among younger generations– on the richness of our botanical heritage and the vital importance of biodiversity. Starting in 2025, the Foundation will collaborate with associations or organisations working to raise awareness and sustainable environmental preservation.

Guided by a long-term vision, the Diptyque Foundation honours the legacy of the brand. Through its strategic engagements, the Foundation heightens general interest, respond to current urgent issues and develop a concrete and lasting impact on conserving landscape heritage, research, education and job creation.

“Through the Diptyque Foundation, we intend to contribute to a more creative, more human and more sustainable future. A catalyst for emotion and reflection, the Foundation invites each and every person to rediscover the beauty of the natural world, where Art is in dialogue with Nature.”

Laurence Semichon
President of the Diptyque Foundation

FIVE SUPPORTS LAUNCHED
BY THE DIPTYQUE FOUNDATION IN 2025

THE DIPTYQUE FOUNDATION, PATRON OF THE VILLA MEDICI GARDENS

The Diptyque Foundation becomes a patron of the French Academy in Rome – Villa Medici by developing its seven-hectare gardens. It is part of the ambitious programme, Re-enchanting Villa Medici, led by Sam Stourd  (Director of the Acad mie de France in Rome – Villa Medici).

Built in the 16th century, the Villa Medici constitutes an exceptional architectural and landscape heritage in the heart of Rome. It is dedicated to contemporary creation in every field, and to research in art history.

Harmonising Art, Nature and Heritage, the Foundation contributes to sublimating the gardens of the Villa by joining the great tradition of Medici residences. This promotes both contemporary creation and the transmission of savoir faire excellence.

The Foundation helps redevelop the Jardin des Parterres, facing the majestic faade of the Villa Medici, by planting 20 rare lemon trees. This intervention links Poetry, Art and Craftsmanship. The decorative terracotta pots housing the lemon trees are from Impruneta (Tuscany), made by the Franco-Japanese ceramist Natsuko Uchino. The pots rest upon hand-carved bases engraved with words, forming a poem by Laura Vazquez,

a former resident of the Villa Medici and winner of the Prix Goncourt de la Po sie in 2023. This “rereading” via art extends the creative vision established by the three founders of Diptyque within the worlds of olfaction, graphic design and objecthood. The new Jardin des Parterres will be unveiled in June 2025.

The Foundation will also help create new garden spaces dedicated to medicinal plants and citrus fruits. It will become part of a heritage, as well as an artistic and educational approach, valorising botanical richness in addition to the use of plants and fruits in cultural traditions.

Lastly, the Foundation will help create new residency programmes dedicated to art and gardens. The details of these programmes will be announced in the second half of 2025.



About the French Academy in Rome – Villa Medici

Founded in 1666 by King Louis XIV, it is a French institution that has been housed since 1803 at Villa Medici, a 16th-century villa surrounded by a seven-hectare park on Mount Pincio in the heart of Rome. A national public institution under the authority of the French Ministry of Culture, it fulfills three complementary missions: to welcome artists, creators, researchers of the highest level in residence for long stays of one year or less; to set up a cultural and artistic program that integrates all fields of the arts and creation aimed at a broad public; to conserve, restore, study, and make its built and landscape heritage, as well as its collections, known to the public. The French Academy in Rome – Villa Medici is directed by Sam Stourd .

THE DIPTYQUE FOUNDATION, BENEFACTOR AND PATRON OF THE HERBIER NATIONAL DU MUSÉUM NATIONAL D'HISTOIRE NATURELLE

Nature is precious to the founders of Diptyque: as a primary source of inspiration, but also as creative material. Protecting nature in all its diversity and richness is inscribed at the very heart of the brand.

As such, the Diptyque Foundation is proud to support and promote the national Herbarium of the Muséum national d'Histoire naturelle (MNHN) in Paris, a true living archive of biodiversity. Inaugurated in the Jardin du Roy in the 17th century – even before the creation of the Muséum in 1793 – the Herbarium national is one of the oldest and most prestigious herbaria in the world.

By financing the computerisation of the original data of 25,000 samples of already-digitised flowering plants, the Foundation contributes to the knowledge and preservation of botanical heritage, as well as to advancing scientific research.

A benefactor and patron of the Herbarium national, the Diptyque Foundation finances a dedicated technician position for three years.

The programme's mission is to inventory and preserve living things, to make essential data accessible and available to researchers, botanists and students from around the world – in short, to expand international scientific collaboration on plant conservation. More broadly, the intended impact is educational: to better understand biodiversity, raise awareness and alert threats to biodiversity.

The project includes the following species: rose, fig, lily, iris, violet, jasmine, lavender, gardenia, lilac, linden, mimosa, geranium, speedwell, rhododendron, camellia, hydrangea, ivy, honeysuckle, heliotrope.



About the Muséum national d'Histoire naturelle:

The Muséum national d'Histoire naturelle (French National Museum of Natural History) is at the interface between research, culture and society. It is dedicated to develop a knowledge and understanding of nature and to the relationships that humans have with nature. It is at one and the same time a centre of research, learning and expertise, and also includes a wealth of collections that it presents in its museums, botanical gardens, zoos and libraries. Drawing on nearly four centuries of scientific adventures and (resolutely) looking towards the future, the Muséum mobilises a combination of unique disciplines, skills and knowledge sharing them with the rest of the world. The scope of its activities, combining natural, human and social sciences, positions it as a reference in terms of ecological and social issues, allowing it to shed scientific light on the major challenges of the 21st century in France and beyond its borders.

About the Herbarium national:

L'Herbarium national du Muséum national d'Histoire naturelle preserves collections that are unique in the world and reflect the diversity of plant species collected on all continents for nearly four centuries. More than eight million specimens of flowering plants, conifers, ferns, algae, mosses, lichens and fungi are preserved there. This makes it one of the largest herbaria in the world.

THIRD SUPPORT

THE DIPTYQUE FOUNDATION IS COMMITTED TO COLLABORATING WITH THE ÉCOLE NATIONALE SUPÉRIEURE DE PAYSAGE ON THE CREATION OF A NEW SECTOR DEDICATED TO THE ART OF GARDEN.

The Diptyque Foundation supports this major new educational project led by the École nationale supérieure de paysage de Versailles (ENSP), aimed at restituting the bygone profession of Master Gardener to its former glory.

Unique in France, this training towards excellence will prepare students to protect, maintain, develop and enhance heritage or contemporary parks and gardens.

Within this context, the Diptyque Foundation will contribute to the dissemination of savoir

faire around the art of gardens, allowing for both the perpetuation of traditions and contemporary creations, while making it possible to address changing expectations and ecological challenges. The scope of this national and international initiative will be revealed in spring 2025.



About the École nationale supérieure de paysage (ENSP):

A leading institution in the field of landscaping and gardening, the École nationale supérieure de paysage is, historically, the first French school to have trained landscape designers and garden designers. On the site of the Potager du Roi in Versailles, it has perpetuated the longstanding vocation of transmitting garden-related savoir faire since Louis XIV. A second venue opened in Marseille in 2023, within the Institut méditerranéen de la ville et des territoires.

The school trains professionals in art and technique, allowing them to valorise living things, soil and resources as well as natural and cultural heritage – at the scale of the garden or larger territories. It places quality and enjoyment at the heart of spaces and their developmental evolution.

The school's multidisciplinary teachings are based on the only research laboratory specifically dedicated to landscape, furthered by an extensive network of French and international practitioners and partners. Through practical workshops or in the field, ENSP graduates are trained to rethink the territories of tomorrow – be they organic or urban – while preserving their roots. The emphasis on innovation and artistic sensitivity actively contributes to the international reputation of the school.

FOURTH SUPPORT

THE DIPTYQUE FOUNDATION FUNDS THE JARDIN SERRE DE LA MADONE, AN EMBLEMATIC GARDEN ON THE FRENCH RIVIERA

The Diptyque Foundation helps restore and enhance the heritage landscape of the Jardin Serre de la Madone.

This garden –conceived by Lawrence Johnston, a British landscaper and creator of the famous Hidcote Manor garden in the United Kingdom– was created between 1924 and 1939 in the Arts and Crafts style. It is classified as a historical monument and has been awarded the Jardin Remarquable label. It is home to over 5,000 rare plant species, including four national collections, such as the Proteaceae (with their vibrant flowers) and the Pittosporaceae (with their heady fragrances): a testament to the botanical richness of the site.

The Foundation partakes in the ambitious restoration plan that commenced in 2024 to mark the garden's centenary. The patronage of the Diptyque Foundation funds the

planting of new species resistant to climate change and the implementation of sustainable water management systems (ponds, fountains, cisterns). These actions help preserve this unique garden while strengthening its scientific and educational mission. This support also helps improve public welcome and encourage awareness of climate issues.

Thanks to the patronage of the Foundation, the Jardin Serre de la Madone is becoming a model for the conservation of historic gardens and an important place for research and awareness of environmental issues. This partnership strengthens the garden's role in preserving biodiversity and passing on this heritage to future generations.



About the Jardin Serre de la Madone:

The Jardin Serre de la Madone, owned by the Conservatoire du Littoral, models an acclimatisation garden and a true living laboratory of botany. Laid out in terraces, it combines various architectural influences, creating a harmony between plants and architecture. This site offers a unique experience with its various landscaped atmospheres, its fountains, its benches and its water flourishes.

About the Association pour la Sauvegarde des Jardins d'Exception du Mentonnais (ASJEM):

The ASJEM plays a key role in the management of the Jardin Serre de la Madone. Since 2023, in collaboration with the City of Menton and the Conservatoire du Littoral, the ASJEM has been implementing educational programmes and actively participating in the management of the site's conservation, in this way raising public awareness of environmental issues and the conservation of historic gardens.

FIFTH SOUTIEN

THE DIPTYQUE FOUNDATION WILL SUPPORT
EDUCATIONAL INITIATIVES DEDICATED
TO NATURE, SO AS TO RAISE PUBLIC AWARENESS
ABOUT BOTANICAL HERITAGE AND BIODIVERSITY

Starting in 2025, the Diptyque Foundation will support educational programmes tied to nature aimed at raising public awareness –particularly among younger generations– about botanical heritage and biodiversity.

Persuaded that we protect what we feel connected to, the Foundation will encourage initiatives designed to educate young people to combat “plant amnesia” and reconnect with the living, working to preserve ecosystems. This assistance fully embodies the

Foundation’s values of transmission and creativity.

The detailed programmes will be unveiled during the second half of 2025.

THE GOVERNANCE OF THE FOUNDATION

Placed under the honorary presidency of William Fisher and Fabienne Mauny, and chaired by Laurence Semichon, the board of directors is composed of internal personnel from Diptyque and external figures.

INTERNAL MEMBERS, ADMINISTRATORS:

Honorary Presidents:

William Fisher
CEO and founder of Manzanita Capital
Fabienne Mauny
Diptyque President

Président:

Laurence Semichon
Diptyque CEO

Vice président:

Nathalie Chopra
Diptyque CBO

Treasurer:

Nicolas Floquet
Diptyque Deputy CEO

Employee representative:

Pauline de Rodellec
Diptyque CSR Director

EXTERNAL MEMBERS, ADMINISTRATORS:

Laurent Le Bon
President of the Centre Pompidou

Alexia Fabre
Director of the Beaux-Arts de Paris

Marc Jeanson
Botanist

FOUNDATION OFFICE:

Secretary-General of the Foundation:
Amel Berkani
Diptyque Communication & Philanthropy Director

The first board meeting was held at the end of December 2024.

ABOUT DIPTYQUE

Born in exuberant, ebullient Saint-Germain, Paris, in 1961, Diptyque is a creator of evocative perfumes for the self and the home, scented skincare products and desirable decorative objects. Creations that are getaways for the imagination, setting it free to wander.

Striking a balance between reverie and reality, nature and art, Diptyque extends an invitation to step inside a fragrant, bountiful and timeless universe, where scents, dancing letters, illustrations and mesmerising patterns evoke places loved and moments shared.

CONTACT

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