

DIOR

Quest For Essences - Ylang-ylang

On-screen:

This video begins with the appearance of a yellow ylang-ylang flower.

Inlay:

Dior
PRESENTS
THE QUEST FOR ESSENCES

On-screen:

We see a man driving a blue tractor with a wooded background.
Then, appears on the screen, ylang-ylang flowers held in the palm of someone's hand. A green landscape and mountains with the sea on the horizon appear.

On-screen:

The following sequence gives a glimpse of a woman holding ylang-ylang flowers with both hands and smelling them.
A view from the sky, a green expanse of trees and the people who pick them.
We see from behind, a man walking among green plants with orange-red flowers and people harvesting them.

Inlay:

WITH
FRANCOIS DEMACHY
DIOR PERFUMER CREATOR

On-screen:

On a tree, we see a lemur in front of the camera.
Then we see a landscape full of greenery with the sea on the horizon.
A man with a hat, stands up and smiles, facing the camera.
A pile of yellow ylang-ylang flowers is on a wooden plate and a hand puts one flower on the left of the pile.

Inlay:

THE QUEST OF ESSENCES
EPISODE 5
YLANG-YLANG
IN NOSY BE

On-screen:

A woman carrying a bucket on her head walking away from a house.
Viewed from above, we can see a dense forest, with fog.

Then, a person harvesting Ylang-ylang flowers.

François DEMACHY:

The ylang flower is interesting because it has some similarities with jasmine, a hint of salt and a seaside influence while at the same time being fruity, and this is interesting for our creations.

Inlay:

FRAGRANT GARDEN

Nosy Be

Preferred Dior's partner

On-screen:

A woman with braids picks in the middle of the trees harvesting the flowers.

Then, we see François Demachy holding a Ylang-ylang flower.

François DEMACHY:

The ylang is one of the rare flowers that can be turned into an essence, maybe because it is not a very colorful flower, between yellow and green and it needs to stand out to produce a powerful scent.

On-screen:

Several people holding baskets are aligned on a large alley with a wooded background.

Then we have a visual of a woman picking Ylang-ylang flowers.

François DEMACHY:

The culture is interesting because the trees can grow to thirty meters high

Inlay:

MICHEL CAMARA

Director of the fragrant garden plantation

François DEMACHY:

So to be able to harvest the flowers easily, the branches are curved, so that when one looks at a ylang-ylang field, one sees trees that look like giant bonsai.

On-screen:

We see François Demachy walking in a field with a man and they are both pointing at various plants and trees. François Demachy appears on the screen by addressing the camera. We have a visual on wooded mountains decorated with fog.

We see a blue chameleon moving on a branch. Then we have a visual on the sea and the horizon.

François DEMACHY:

The ylang can be found almost everywhere in the Indian Ocean, but the reason why I get the ylang from Nosy Be islands; is because its full traceability is guaranteed. And this is important for us, because it is a matter of ethics,

On-screen:

We see on the screen, a woman putting Yland-ylang flowers in a basket and then mixing them. Then, we have a visual of a hook balance to which the hook a basket filled with

Yland-ylang flowers. We see François Demachy appears on the screen again and addresses the camera.

François DEMACHY:

it also allows us to have the same quality from one year to another. Once the harvest is completed, the flowers are rapidly transforming, they deteriorate very quickly.

On-screen:

We can see François Demachy dipping perfume test into vials and smelling them. We then see multiple glass containers on a table with different labels. We have a visual of a man and a woman sitting at a table using calculators and in front of them a large quantity of Yland-ylang flowers in baskets. We see a factory with two large boiling machines with two men in white lab coats standing next to them. Three other men come in carrying each a basket filled with Yland-ylang flowers on their shoulder before pouring the flowers into the machine. We then see the machine closing before a man tightens the bolts.

François DEMACHY:

Because with the heat, but also the light, They are distilled, and turned into an essence. This essence leaves Nosy Be untreated and is reworked in Grasse, accentuating some aspects that are more interesting for me, and particularly the salty note. I wanted to have this touch in this quality, and this is the Grasse know-how.

Inlay:

CITY OF GRASSE
South of France

On-screen:

On this screen we see an overview of the city of Grasse. We see a man looking from a round glass at the machine holding perfume testers before smelling them. We then see François Demachy on the screen addressing the camera. We see the sun through trees next to a cabin

Inlay:

YLANG-YLANG MEANS "THE FLOWER OF THE FLOWERS."
It is grown on Nosy Be islands
NORTH OF MADAGASCAR

On-screen:

We see on the screen a Yland-ylang flower. On the next screen we see a map of Madagascar showing the location of Nosy Be Island. We see a rock in the sea.

Inlay:

IN A GRASSES
IT'S TURNED INTO A TAILOR-ESSENCE
FOR DIOR PERFUMES

On-screen:

In a laboratory there are two people.
François Demachy can be seen smelling a liquid in a glass vial.

Inlay:

100 Kg of flowers are needed.
TO EXTRACT 1 Kg OF ESSENCES.
THE YLANG-YLANG OF NOSY BE;
BRINGS ITS SOLAR AND SALTY TOTE

On-screen:

We see a woman with a basket on her head smiling at the camera. On the next screen we see four woman in-front of a tree smiling at the camera. We see a hand picking a single Yland-ylang flower

Inlay:

TO THE PERFUME J'ADORE INJOY

On-screen:

Then we have a visual on a small boat at sea, seen from the sky.
A wooded and green landscape appears on the screen.

Inlay:

Dior