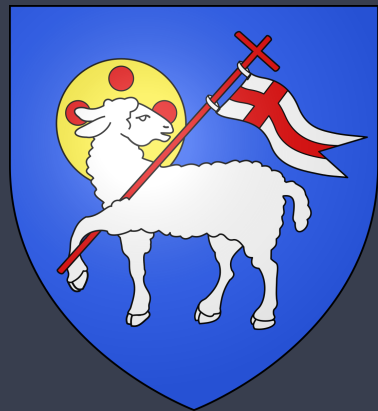


GRASSE THE CAPITAL OF PERFUME

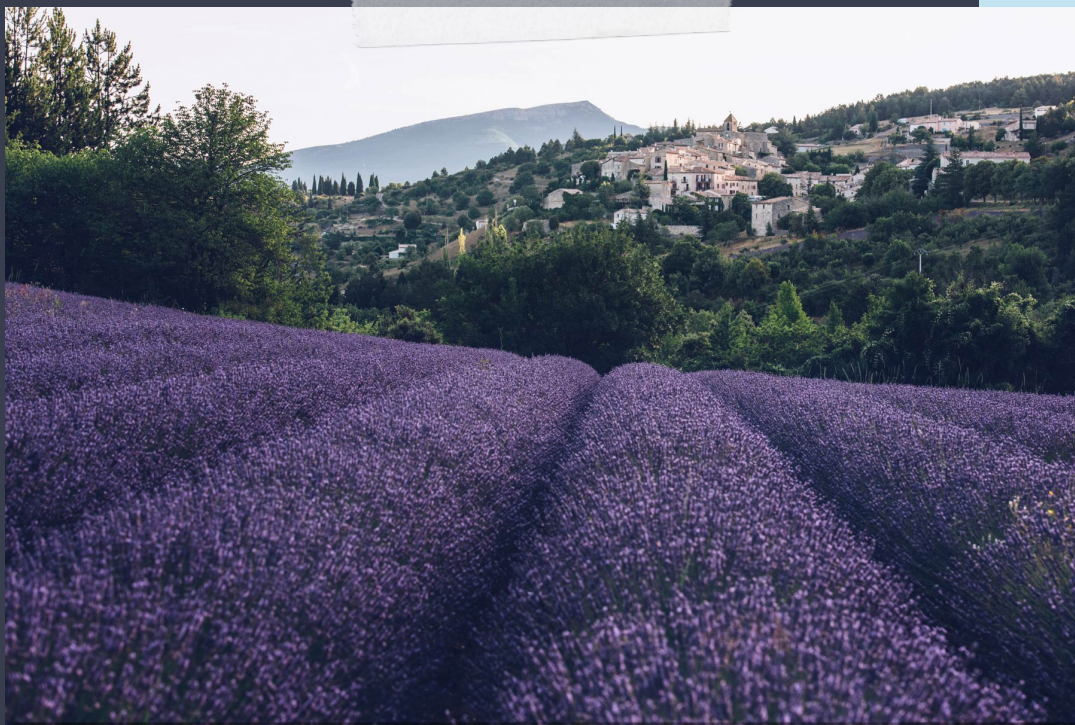


Grassa in Provençal



The City of Art & History

FLORAL SCENTS



LAVENDER FIELD
VAUCLUSE - AUREL

Grasse is a city of Alpe-Maritimes department on the French Riviera.

Considered the world's capital of perfume, Grasse obtained two flowers in the "Competition of cities and villages in Bloom".

This competition is a contest organized annually in France which aims to encourage communes to adopt and implement policies that improve the quality of life of their inhabitants.

Grasse has had a prospering perfume industry since the end of the 18th century. The city is the center of the French perfume industry and is known as the world's perfume capital.

Many noses are trained or have spent time here to distinguish over 2.000 kinds of scent.

The rare scents of the country of Grasse (lavender, myrtle, jasmine, rose, wild orange blossom, mimosa) earned Grasse the title of world capital of perfume.

The Jasmine is a key ingredient of many perfume. It was brought in the southern France by the Moors in the 16th century. 27 tonnes of jasmine are now harvested in Grasse annually.

The know-how related to the perfume of Grasse was inscribed in November 2018 on the list of the intangible cultural heritage of Humanity

The activity of perfumery in Grasse ranges from the production of natural raw materials (essential oils, concrete oils, absolute oils, resinoids, and molecular distillation) to the manufacture of concentrate, also called juice. It is this concentrate which, diluted in at least 80% alcohol, produces perfume.



Grasse is mainly known to be the world's capital of perfume. But there is a lot of other activities (around flower themes).

In August, there is the Jasmine Festival (Jasminade). There are parades of floats, brass bands, fireworks and cultural performances around the theme of the Jasmine flower (since 1946).

In May, this is the Exporose (International Rose Exhibition). There are exhibitions of roses of all kinds, markets, sales, city tours, shows and competitions around the theme of the Rose (since 1972).

Olivéa is in June. It is a fair that houses markets, competitions, exhibitions, debates, events, conferences ... around the theme of the olive, but also all of the local Provençal traditions.



**JASMINADE 2021
GRASSE**



**ROSE HARVEST IN GRASSE, FRANCE
COCO CHANEL'S FLOWER FIELDS**