

## Company news

Geneva, 22 October 2025

# **Givaudan and Louvre Abu Dhabi partner together to bring art to life through an unforgettable olfactory journey**

This pioneering immersive sensory guided tour blends interactivity and education to invite visitors on a multisensory experience

Givaudan, the global leader in fine fragrance, joins forces with Louvre Abu Dhabi to showcase scent as a profound cultural expression. The Company is proud to unveil this new partnership as part of its ongoing commitment, building on successful collaborations with prestigious museums.

Our Givaudan perfumers Dalia Izem and Gaël Montero have created the new signature scent of Louvre Abu Dhabi called 'Universal Breeze'. Drawing from the museum's architecture, its interplay of light, and its harmonious materials, this unique fragrance captures the spirit of the place with a luminous marine breeze.

Visitors will be invited to embark on an olfactory guided tour that enriches the art-viewing experience through bespoke creations by Givaudan perfumers, enabling them to access another dimension related to the artworks. The perfume of the pharaohs, the frankincense once more precious than gold, the fragrant food of a still life, an imaginary flower meadow of Iznik ceramics, scenes from a legendary tale of the prince entering Briar Wood or from the daily life of a game of cards, tasting of a cup of hot chocolate, the preparation of a traditional meal, or finally a performative work by Shiraga, all these fragrances offer us a journey through the senses.



# Givaudan

Human by nature

Gilles Andrier, CEO of Givaudan says: "We are honoured to establish this partnership with Louvre Abu Dhabi. This collaboration reflects Givaudan's leadership in creating meaningful experiences for the senses. By uniting two powerful mediums, we offer a new way to engage with culture to visitors, while demonstrating our continued commitment to innovation and excellence."

Xavier Renard, Global Head of Fine Fragrances, Fragrance & Beauty, added: "At Givaudan, we believe fragrance is an invisible expression that stirs emotion and memory. Our partnership with Louvre Abu Dhabi celebrates the dialogue between visual culture and evocative olfactive creation. Through powerful scent, our perfumers were able to translate the museum's timeless features into a new sensory dimension. This collaboration honours our shared commitment to creativity, heritage, and innovation. We are proud to bring the power of perfumery into conversation with the timeless beauty of Louvre Abu Dhabi."

This collaboration stands as a vibrant testament to how scent can enrich cultural experiences, offering audiences a new lens through which to discover and connect with art.

## **About Givaudan**

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2024, Givaudan employed over 16,900 people worldwide and achieved CHF 7.4 billion in sales with a free cash flow of 15.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at: [www.givaudan.com](http://www.givaudan.com).

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## **About Givaudan Fragrance & Beauty**

Givaudan Fragrance & Beauty crafts inspired fragrances to perfume lives and memories, and develops innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at [www.givaudan.com/fragrance-beauty](http://www.givaudan.com/fragrance-beauty).

## **About Louvre Abu Dhabi**

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies, and times.

The museum's growing collection is unparalleled in the region and spans thousands of years of human history, including prehistoric tools, artefacts, religious texts, iconic paintings, and contemporary artworks. The permanent collection is supplemented by rotating loans from 19 French partner institutions, regional and international museums.

Louvre Abu Dhabi is a testing ground for new ideas in a globalised world and champions new generations of cultural leaders. Its international exhibitions, programming and Children's Museum are inclusive platforms that connect communities and offer enjoyment for all. [www.louvreabudhabi.ae/en](http://www.louvreabudhabi.ae/en)

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