

ENCRE INDIGO
LALIQUE

THE NEW EAU DE PARFUM



A person is shown in a dynamic, almost dancing pose against a solid blue background. The person is wearing a light-colored, short-sleeved shirt and dark pants. Their arms are outstretched, and their head is tilted back, suggesting a sense of movement and freedom. The lighting is soft, highlighting the contours of the person's body.[ABOUT](#)[INSPIRATION](#)[FRAGRANCE](#)[PYRAMID](#)[BOTTLE](#)[CAMPAIGN](#)[MEDIA CONTACT](#)

THE ART OF BRINGING COLOR TO LIFE

**LALIQUE PRESENTS ENCRE INDIGO,
AN ARTFULLY UNCONVENTIONAL SCENT FOR
A NEW GENERATION OF FREE SPIRITS**

A thrilling sequel to Encre Noire — the iconic men's fragrance launched in 2007 — this avant-garde composition is a true celebration of color. Like plunging into enticing waters, Encre Indigo is an immersion into sublime layers of blue, in all its vivid shades and hues, from bright and iridescent to dark, inky depths. A cascade of color and contrasts that honors the spirit of René Lalique, transposing the artist's ingenuity and vision into a luminous, yet intense fragrance for a man who thrives on living life in motion.

ENCRE INDIGO



INDIGO

A COLOR ROOTED WITHIN RENE LALIQUE'S INSPIRATIONS

In the early decades of the 20th century, René Lalique, Sculptor of Light, revolutionized the world of glassmaking by infusing his creations with a unique sense of fluidity and radiance. Currents gleaned from fashion and the arts swept through his pieces, often made using unexpected or humble materials, each one brought to life with captivating skill and craftsmanship. Experiments with color, light and shape gave Lalique's work added texture, resonance and relief that were both astonishing and agenda-setting, making him an icon of Art Nouveau and Art Deco.

INDIGO IS THE NEW BLACK



Today, with Encre Indigo, Lalique once more opens up an enthralling world of color. Tones and pigments are enlivened with the Maison's signature bold expression. Precious and original raw materials come together in play of light and dark that gracefully collides and takes shape, mirroring through scent the founder's radical process. A chromatic ode to mastery and movement, Encre Indigo's vibrant character pays tribute to the renegades, pioneers and iconoclasts who embrace creativity and adventure wherever it may be found — just as one might venture boldly into untamed, blue waters. Encre Indigo is an invitation to dive in.

[ABOUT](#)[INSPIRATION](#)[FRAGRANCE](#)[PYRAMID](#)[BOTTLE](#)[CAMPAIGN](#)[MEDIA CONTACT](#)

AN OPUS INSPIRED BY MOVEMENT

In a nod to the values of maison Lalique, master perfumer Annick Menardo signs a recognizable, refined and powerful fragrance. Pushing the boundaries of creativity, Annick is inspired by the prestigious and explosive encounter between the sparkling zest of bergamot, the aromatic freshness of juniper berry and the intense spicy warmth of saffron. Distillation of a unique juice, contrasting and intense, combining raw materials of exceptions, Encre Indigo is inked in a timeless modernity.

Dynamic and daring with just a hint of mystery, Encre Indigo unfurls like an original work of choreography for the senses. Vibrant, light and fresh top notes take the lead, imparting buoyant zestiness before swirling into an intense, warm heart and gliding back to earth on masculine base notes.



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[ABOUT](#)[INSPIRATION](#)[FRAGRANCE](#)[PYRAMID](#)[BOTTLE](#)[CAMPAIGN](#)[MEDIA CONTACT](#)

A SPIRITED SYMPHONY OF SOARING CITRUS AND PIQUANT BERRIES

Encre Indigo opens with the crisp, refreshing brightness of natural cold-pressed Calabrian bergamot oil that elegantly twirls with tea-like undertones and graceful floral notes. Bracing juniper berry oil joins the luminous dance, the intensity of its deep blue hue defining Encre Indigo and elevating its opening with a zesty, green facet coupled with the surprising spicy-sweetness of pink peppercorn.

THE SILKY-SMOOTH FLOW OF UNDULATING SPICES

Gentle waves of bay oil from Madagascar effortlessly emerge, diffusing subtle woody aromas that harmoniously blend with the cool, honeyed, cocoa ripples of Jukro Black Tea, a rare and rich blend from Korea. Billowing swathes of saffron circle and adorn the composition with radiance and energy. Just as René Lalique transformed light into sculpture, the precious spice with earthy, mineral accents and a vibrant spirit takes center stage and intensifies the fragrance with its captivating performance.

A DEEP, INKY SIGNATURE OF EARTH AND SMOKE

Encre Indigo's final imprint is underlined with vetiver oil from the Sava region of Madagascar. Its woody, smoky, coffee-tinged notes leave their indelible impression between layers of sensual Patchouli Sulawesi Oil scribed with traces of musky ambergris and mossy earth.

*In keeping with Lalique's commitments, all ingredients used in Encre Indigo are of superior quality, organically compliant whenever possible, and responsibly, ethically, and sustainably sourced with an emphasis on traceability. (Natural ISO9235: Bergamot-, Bay-, Vetiver-, Patchouli-Oil).

ENCRE INDIGO

LIKE A DROPLET OF INK DIFFUSED IN WATER

A FLACON OF COLOR AND CONTRAST

The scent's spirit of innovation carries over to the Encre Indigo flacon. Inspired by René Lalique's iconic "Biches" inkwell in matte colored glass from 1913, the purity of a minimalistic cuboid bottle also evokes the master glassmaker's technique of using color to elevate everyday objects to high art. Like a droplet of ink diffused in water, an intense dégradé artfully moves from a fierce opaque black to a pure indigo in a single, luminous cascade before seemingly dispersing to reveal the name "Lalique" etched on the flacon's base. A rounded wooden cap with crisp edges and a shiny, lacquer-like finish echoes the lids traditionally found on ink bottles.



ENCRE INDIGO

[ABOUT](#)[INSPIRATION](#)[FRAGRANCE](#)[PYRAMID](#)[BOTTLE](#)[CAMPAIGN](#)[MEDIA CONTACT](#)

In keeping with Lalique's longstanding sustainability commitments, the flacon is made of smooth, burnished glass with an elegantly carved wooden cap. External packaging in vibrant indigo blue is made of a natural and raw looking paper, which is recyclable, FSC certified with a flacon-shaped QR code that invites visitors to immerse themselves in the Encre Indigo universe and digitally discover the fragrance via a hypnotic droplet of ink that transforms into the iconic flacon.



Eau de Parfum 100 ml
EUR 123.00 / USD 139.00 / GBP 89.00
/ CHF 139.00

Eau de Parfum 50 ml
EUR 85.00 / USD 95.00 / GBP 75.00
/ CHF 85.00

ENCRE INDIGO

WHEN COLOR COMES ALIVE

For the launch of Encre Indigo, Lalique unveils a beautifully daring video campaign, its first shot in 3D, featuring a rousing performance by the German dancer Severin Brunhuber, a rising star in the Bayerisches Staatsballett (Bavarian State Ballet).

SEVERIN BRUNHUBER

Born in 1998 in Ingolstadt, Germany, and raised in Bucharest, Romania, Severin has garnered acclaim for his work with a number of internationally renowned choreographers, including Sol Leon, Paul Lightfoot, Jiří Kylián, Sharon Eyal, and Oskar Schlemmer. Famed for imbuing his performances with raw emotion and captivating storytelling, Encre Indigo is his first fragrance campaign. Lost in the moment, Brunhuber sways and flows, awash with the exhilarating intensity of this exciting new scent.



[ABOUT](#)[INSPIRATION](#)[FRAGRANCE](#)[PYRAMID](#)[BOTTLE](#)[CAMPAIGN](#)[MEDIA CONTACT](#)

THE CAMPAIGN

Through the alchemy of dance, Encre Indigo comes alive in a dynamic new dimension. Color and light are set in motion. Patterns and forms interlace, and the shapes and reflections they create upon their encounter appear like waves across a droplet of ink as it morphs, swirling into the materiality of perfume through Brunhuber's powerful yet graceful movements.

Just as ink might transform in water, twirling into mesmerizing plumes and trails of breathtaking pigment, the dancer appears to be set free, his captivating performance capturing Encre Indigo's emotional charge, incarnating its color and embodying a spicy, modern composition newly sprung to life.



ENCRE INDIGO

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INSPIRATION

FRAGRANCE

PYRAMID

BOTTLE

CAMPAIGN

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