

UNDER  
THE POLE



UNDER THE POLE III • 2017-2020  
**TWILIGHT ZONE**

EXPEDITION GHISLAIN BARDOUT & EMMANUELLE PÉRIÉ-BARDOUT

FEBRUARY 2018

**bordier** | 1844

  
**ROLEX**

  
**AZZARO**



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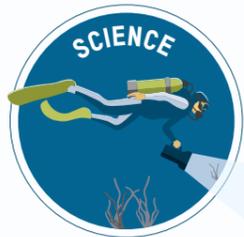
# UNDER THE POLE EXPEDITIONS

Held by a pioneer spirit, the Under The Pole submarine expeditions have for objective to bring Man to explore the unknown thanks to an audacious approach and permanent innovation. Internationally recognized for their expertise in polar diving, they have already gathered 150 crew members and 180 companies and partner research institutes. At their forefront, a couple who turned their passion for exploration into a job and a lifestyle.

## THE VISION

Human exploration of the submarine habitat, prodigious source of inspiration and vital tool for an accurate knowledge of the oceans, is a powerful lever for a durable world to arise.

## 4 MISSIONS



- ◆ Apply our technical expertise to scientific research in the fields of oceanography, polar systems, and hyperbaric physiology.
- ◆ A better understanding of the oceans and the role they play in the global climatic balance in order to face the modern ecological and societal challenges.



- ◆ Invent, test, and offer innovative tools dedicated to tomorrow's submarine exploration.
- ◆ Share the validated techniques and protocols, to accelerate acquisition of new knowledge.



- ◆ Realize a cinematographic and photographic work to narrate the discoveries and the highlights of the expedition. Internationally stream to a large audience for a high-profile media impact.



- ◆ Awaken, inspire and pass down our passion to the younger generations.
- ◆ Demonstrate and create tools bringing awareness to climate change and to the different action modes to slow it down.

# UNDER THE POLE III TWILIGHT ZONE

From 2017 to 2020, Under The Pole sails again for an exceptional adventure dedicated to the exploration of the oceans. During 3 years, a team of divers and scientists will travel the world onboard polar schooner WHY, from the Arctic to the Antarctic via the Pacific and the Atlantic.

## THE OBJECTIVE

Study the submarine habitat between the surface and 150 m depth to develop new diving technologies in order to lengthen the duration of human immersions.



36 months  
80 000 km

### 1 multidisciplinary team



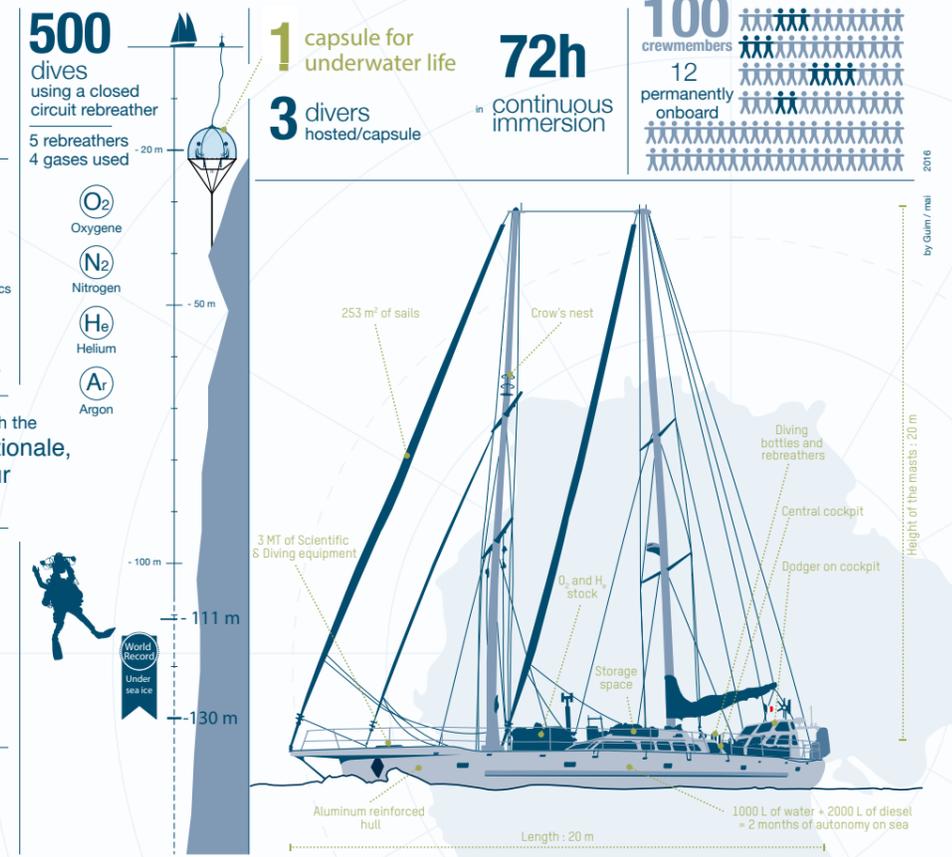
### 1 pedagogic program in partnership with the Ministère de l'Éducation Nationale, de l'Enseignement Supérieur et de la Recherche

### 3 fields of scientific research



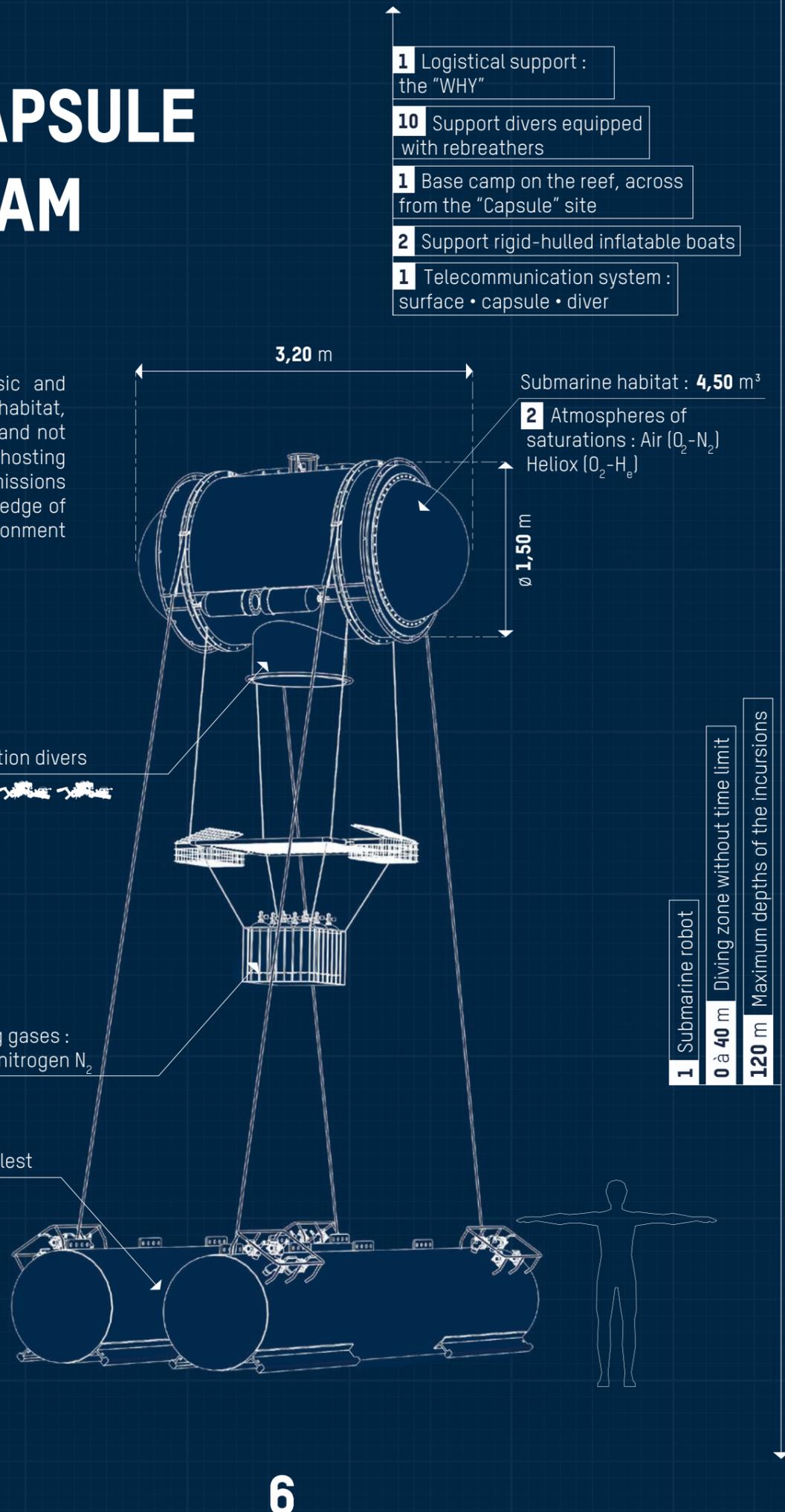
### 5 full-length documentary features internationally broadcasted

### 1 webdoc about the adventure



# THE CAPSULE PROGRAM

The Capsule is a basic and light underwater habitat, relatively autonomous and not very bulky, aimed at hosting teams of divers for missions dedicated to the knowledge of the underwater environment during multiple days.



## A REINVENTED DIVING ECOSYSTEM

### THE POLAR SCHOONER "WHY"

It is the logistic and scientific base of the expedition. It is capable of operating in any sea of the world and can deploy the submarine capsule in complete autonomy.

### THE SIGNALLING BUOY

Equipped with a telecommunication antenna.

### A LIGHT SUBMARINE HABITAT

Easy to set up, between each immersion the divers will rest and feed there without leaving the habitat. Much more than a shelter, this immerged observation post ensures that nothing is missed under the oceans.

### SUBMARINE ROBOTS

They assist the divers in the recognition of the environment.

### 360° CAMERAS

They allow the surface team to follow the live-feed of the dives in progress.

### EQUIPPED DIVERS

The equipment : rebreathers and scooters able to intervene up to 120 m.

# THE SCIENCE : IN SEARCH OF THE TWILIGHT ZONE

## A UNIQUE COLLABORATION BETWEEN SCIENTISTS AND DIVERS TO EXPLORE THE DEEP ECOSYSTEMS

The twilight zone, the ocean layer of "medium light", located between 30 and 150 meters below the surface, has only recently become accessible thanks to advanced diving technologies and techniques. Very little explored until now, it possesses an unparalleled potential for discoveries.

Creeping into the Mesophotic zone, where the last sunrays seep into the ocean, requires know-how and a lot of experience. Beyond 60 meters, classic diving techniques are no longer sufficient. The submersibles, which are very expensive to operate, are deployed below 150 meters. The in-between is left to explore.

This ocean layer hosts new species to discover, ecosystems to study and behaviors to understand. One averages 7 species discovered per hour ! For this third expedition, Under The Pole puts to good use its experience of diving in extreme and remote environment for the scientific research to be able to study these unsung zones.

## WHY EXPLORE THE TWILIGHT ZONE ?

90% of the ocean is left to explore when it constitutes an incredible resource : climate regulator, carbon well, halieutic resources representing the main source of animal protein for a billion human beings... Exploring the twilight zone is looking to better know this resource, which is crucial to us, discovering new species and ecosystems, and better observe the scope of changes it is undergoing.

From 2017 to 2020, the scientists onboard will study among other things biofluorescence, great sharks, and deep corals (or MCEs\*). The research results will be available to the scientific community through publications from the onboard researchers, and to the mainstream by way of images and documentaries.

\* Mesophotic Coral Ecosystems

## UNDER THE POLE CONTRIBUTIONS



### A ROBUST SAILSHIP

The schooner WHY is a logistical diving base capable of sailing across all the seas of the world. Thanks to stocks of food onboard as well as diesel tanks and a desalinator, the 20-meter schooner has a two-months autonomy for 12 crewmembers. From the poles to the tropics, it adapts to the needs of the scientists on board in order to facilitate and encourage their research. The WHY provides a mean to access remote zones, away from the usual routes for oceanographic ships.



### INTEGRATED PROJECT MANAGEMENT

The multidisciplinary Under The Pole team, partially based on the WHY and partially based in Concarneau, gathers all of the exploration trades (divers, sailors, logisticians, scientific coordinators) and sharing professions (videographers, photographers, communication managers, pedagogic coordinators). The team brings to the scientists and partners its expertise in terms of large-scale project management, logistics, and communication. Under The Pole accompanies them through project design within the expeditions, through their undertaking in the field, and all the way to their mainstream broadcasting (books, TV documentaries, photo exhibitions, social networks, museum exhibitions).



### DEEP DIVING EQUIPMENT AND EXPERIENCE

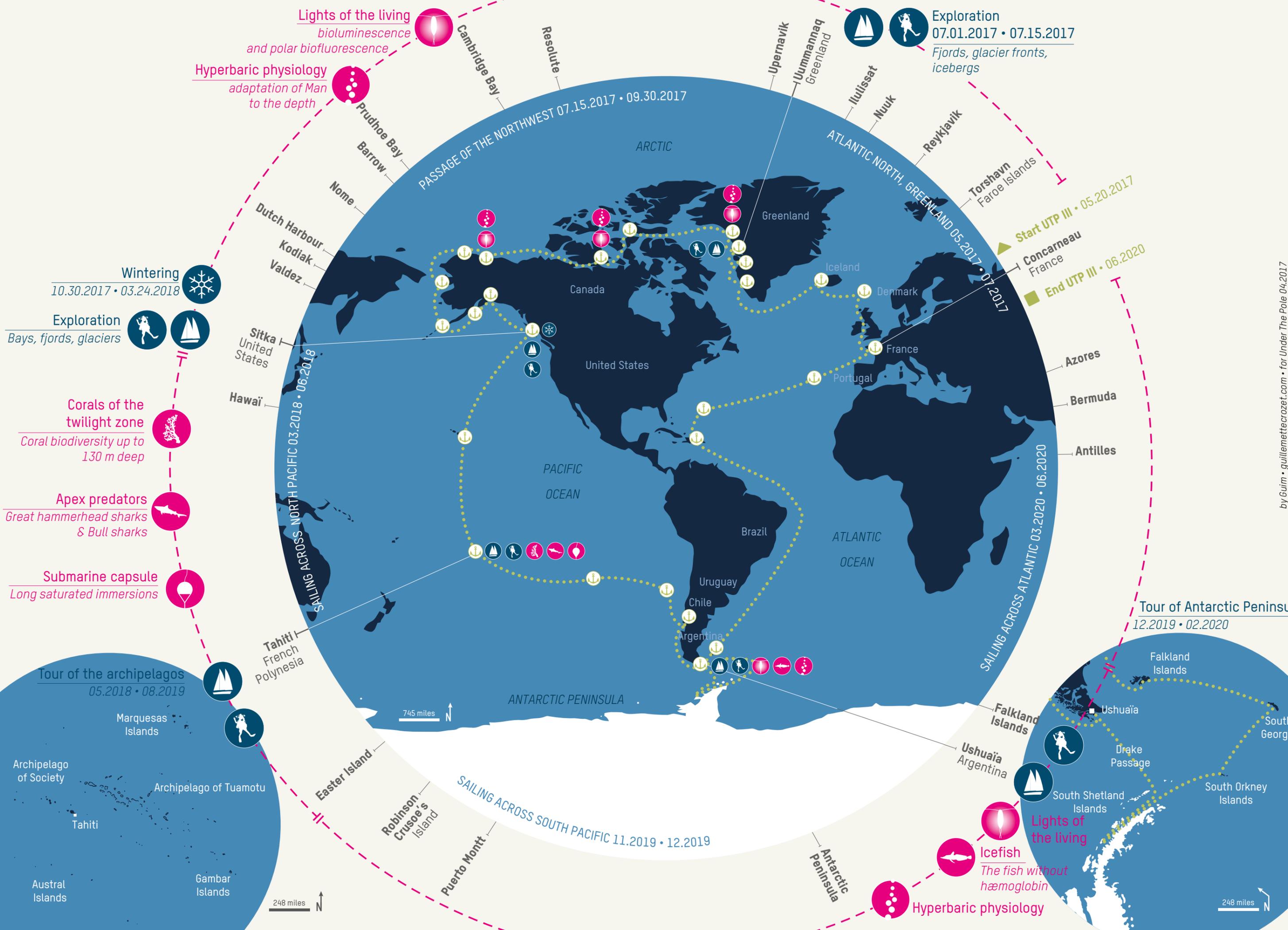
The Under The Pole divers use submarine scooters and closed circuit rebreathers that allow the diver to stay longer, deeper, and get closer to the fauna because they do not produce bubbles and are therefore silent. By validating for two years these techniques in Polar Regions and by achieving two world firsts (first dive beyond 100 m in polar region and first dive beyond 100 m below sea ice), they have gained a unique experience.



### DIVING TECHNIQUES INNOVATION

For Under The Pole III, the Research & Development team has developed systems that will allow the scientists to explore the oceans more efficiently. The first innovation is a communication system between the surface and the divers that will multiply the efficiency of the scientific dives : the divers become the eyes of the researchers who can give live instructions (where to look, what to sample...).

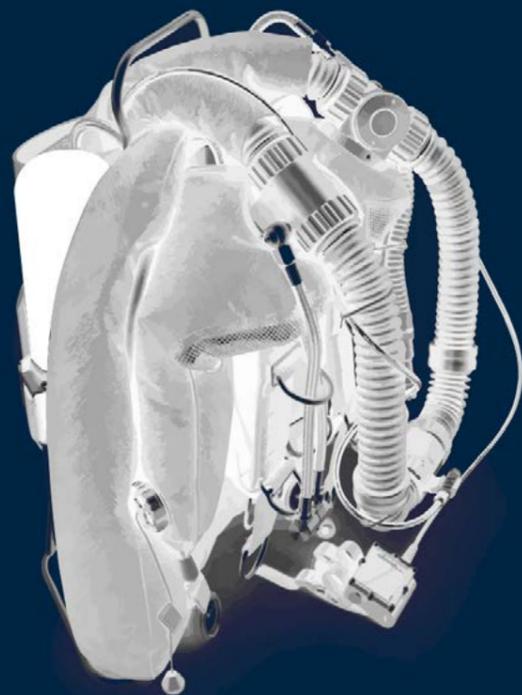
The second innovation is a saturation living "capsule", which will be tested in 2019 in the warm waters of French Polynesia. Saturation is the balance reached by the diver after a certain amount of time spent in immersion. From this moment on, the diver can stay indefinitely at this depth without increasing the time required to go back up. Until now, this technique has only been used in industrial diving on oil or gas rigs, but a lighter version of it could revolutionize the scientific study of the submarine environment, in particular deeper.



## THE DIVING REBREATHER

A standard diving tank lasts approximately 45 minutes at 10 meters depth, and only 10 minutes at 90 meters, that is simply not adapted to the exploration of the depths.

For autonomie, longer and deeper divers, the rebreather is required to access the twilight zone thanks to a closed circuit, using gas and an optimal decompression, it is the perfect tool to access the twilight zone. It reused the expired gas, treats it, and sends it back to the diver, who can adjust the injected gas depending on his needs. Without bubbles, it allows the diver to get close to the elusive marine wildlife. Only knowledgeable and well-trained divers can use this technology. The equipment must be kept with the utmost care and during the dives, the gas levels must be adjusted with precaution.



## DISCOVER THE SCIENTIFIC PROGRAMS



**PROGRAM 1 • p14-15**  
BIOLUMINESCENCE  
AND NATURAL FLUORESCENCE



**PROGRAM 2 • p16-17**  
DEEP CORALS  
OF FRENCH POLYNESIA



**PROGRAM 3 • p18-19**  
POLYNESIAN  
APEX PREDATORS



**PROGRAM 4 • p20-21**  
MARINE BIODIVERSITY  
FROM THE ARCTIC TO THE ANTARCTIC



## PROGRAM 1

# BIOLUMINESCENCE AND NATURAL FLUORESCENCE



**L**ight plays an essential role in the ecology of numerous marine species. Some animals naturally produce it (bioluminescence), while others transmit the sunlight through other colors (natural fluorescence). These phenomena have multiple uses : communicating between species, reproduction, to protect itself against predators... Well documented in shallow and tropical waters, Under The Pole sought animals transmitting light in the Twilight Zone of the Polar Regions.

## SCIENTIFIC OBJECTIVES

### AN INVENTORY IN POLAR REGION

The researchers hope to discover and study for the first time biofluorescent and bioluminescent species in Polar Regions – where day and night extend for months on end – and in Mesophotic zones, less lit-up than the surface waters.

### UNDERSTANDING THEIR USE

The observations made during the expedition improve the knowledge on communication between species by way of fluorescent signals. This area is still widely unknown. Their use could be plentiful : surprising or hiding from predators, attracting preys, reproduction...

## UNDER THE POLE MAKES THE DIFFERENCE



POLAR NAVIGATION



POLAR DIVING



DEEP DIVING

## WE COLLABORATE WITH...

**Marcel KOKEN** • Laboceia CNRS  
Molecular biologist (animal fluorescence and bioluminescence)



# PROGRAM 2 DEEP CORALS OF POLYNESIA

**M**ostly known in warm surface waters, coral reefs have been discovered a few hundred meters deep. Overflowing with biodiversity, these Mesophotic coral ecosystems (beyond 50 meters below the surface) stay widely unexplored. Rarely studied, the coral ecosystems of the Twilight Zone could prove decisive in the protection of the marine heritage. Corals are subject to a lot of stress linked to anthropogenic factors and species are disappearing before we even discover them ! And yet, these coral reefs bring ecosystem services of an inestimable value.

## SCIENTIFIC OBJECTIVES

### UNDERSTAND

The reproductive cycle of the corals varies and can differ from one region to another, but we know very little about the deep coral lifecycles. Studying the corals reproduction and their lifecycle in the Twilight Zone will allow for a better understanding of the exchanges between surface corals and deep corals and to know more about their adaptation to a less bright environment.

### ENSURE THEIR SURVIVAL

Considered as the prolongation of surface corals, we think that since 2009 deep corals could serve as a refuge. To re-sow and re-constitute degraded surface corals could be possible thanks to coral reefs of the Twilight Zone.

## UNDER THE POLE MAKES THE DIFFERENCE



## WE COLLABORATE WITH...

**Laetitia HEDOUIN** • Centre de Recherche Insulaire et Observatoire de l'Environnement (CRIOBE)  
Marine biologist, corals specialist

**Michel PICHON** • ARC Centre of Excellence for Coral Reefs Studies, James Cook University, Australia



## PROGRAM 3

# POLYNESIAN APEX PREDATORS

## GREAT HAMMERHEAD SHARK • BULL SHARK



**A**pex predators with a bad reputation, the great hammerhead shark and the bull shark are both victims of human activities and targets for ecotourism. Their behavior and role is still little known, but the extinction of these emblematic species could undermine their ecosystems.

Populations of great hammerhead sharks – whose fins are particularly popular to fishermen – have dropped by 90+% in Oceania. The bull shark is also a target for anthropogenic impacts such as fishing and the modification of its habitats. One can observe differences that are not quite yet understood in its biological and behavioral development from one region to another.

### SCIENTIFIC OBJECTIVES

#### COLLECT INFORMATIONS ON THE SPECIES

- ◆ DNA collect
- ◆ Tagging of the animals with beacons to track their movements
- ◆ Observation (underwater and back in the labs via videos and photographs)

#### STUDY THEIR BEHAVIOR

- ◆ Exploratory behavior (where and how does the animal moves about)
- ◆ Spatiotemporal distribution (habitat, mating, and nursery zones)

### UNDER THE POLE MAKES THE DIFFERENCE



OFF THE BEATEN PATH



DEEP DIVING



LONG DIVING

### WE COLLABORATE WITH...

Eric CLUA • CRIOBE  
Anthropologist, ecologist, marine biologist



## PROGRAM 4

# MARINE BIODIVERSITY FROM THE ARCTIC TO THE ANTARCTIC

**A**ll marine environments explored until now have unveiled new species even within the harshest conditions. Indeed, oceans hold an extraordinary diversity of living beings that are often quite unknown. The wide majority of this biodiversity is present at low depths. Although, even close to the surface some habitats are rarely studied because they are difficult to access using classic investigation means. The drop-offs, caves, cracks, and generally rocky floors of chaotic topography hold beautiful surprises !

## SCIENTIFIC OBJECTIVES

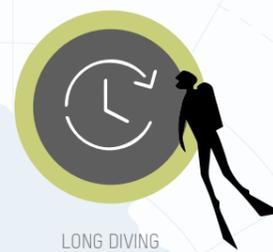
### KNOW

The divers will explore the biodiversity of the floors otherwise inaccessible with standard means. The scientists will make out a systemic fauna and flora inventory, specifically for key groups such as (1) crinoids and urchins for moving fauna, and (2) tunicates and sponges for fixed fauna. These groups will be the subjects of advanced genetic and ecological studies.

### COMPARE AND PROTECT

The standardized inventory of fauna and flora of these environments since the Arctic and all the way to the Antarctic will allow for a great scale comparison in order to better understand the influence of latitude and depth on marine fauna and flora of rocky floors, a prerequisite for a better protection of these habitats.

## UNDER THE POLE MAKES THE DIFFERENCE



## WE COLLABORATE WITH...

**Cyril Gallut** • Institut de Systématique Biodiversité Évolution  
Marine biologist (systematic and phylogenetics)



# SHARE

All scientists agree that human activity has a negative and irreversible impact on our planet. Oceans are among the first victims of our behaviors. Yet they host an incredibly rich and breathtakingly beautiful biosphere. Under The Pole, in view of its audacious expeditions, is the witness of this strong and wild nature, in the most remote and extreme zones of our planet.

Every immersion is a chance for divers to deepen the scientific knowledge - as well as enrich a database of films and photos - of these environments that have often never been visited before.

Convinced that Man only protects what he knows, the expedition endeavors to document with the following objectives :

- ◆ Accomplish a cinematographic and photographic work demonstrating the beauty of our planet and telling the discoveries and key moments of the expedition.
- ◆ Internationally broadcast to the mainstream for a high-profile media impact.

With this aim in mind, the expedition uses different tools such as :

- ◆ **Les documentaries** : streamed on television and at festivals in order to touch a wide audience.
- ◆ **La webserie** : broadcasted all along the expedition on the Internet to tell the daily life of the project and touch a younger audience.
- ◆ **Events** : organized after the return from each expedition in order to meet with the public and share the discoveries.
- ◆ **The coffee-table books** : edited after each expedition, they tell the adventure and are illustrated with the most beautiful terrestrial and submarine images.



# EDUCATION

The educational program of Under The Pole III • 2017-2020 allows all volunteering teachers and students to follow the expedition for 3 years around the world and to lead an in-depth educational program across multiple disciplines within the class.

From September 2017 to June 2020, for three school years, Under The Pole provides scientific and educational resources on its education platform ([education.underthepole.com](http://education.underthepole.com)) - for free - to the students & the teachers. The teachers can download a teacher's guide, multimedia content (photos, videos, 360°, educational sheet, logbook) with cross-disciplinary thematics to construct a project around the expedition. Thus they can follow along the progression of the boat, live the scientific programs of polar and deep dives, and ask questions live to the crew and scientific onboard.



## EDUCATIONAL OBJECTIVES

- ◆ Witness and create tools to raise awareness of climate change and its impact, in particular on marine ecosystems and their resources.
- ◆ Introduce, inspire and share the passion for exploration to younger generations.
- ◆ Reinforce the broadcasting of knowledge on the oceans.
- ◆ Familiarize the students with the techniques used by divers to explore submarine environments.
- ◆ Stimulate exchanges between many European classes.



# GHISLAIN BARDOUT

- ◆ 37 years old
- ◆ Founder and Director of Under The Pole expeditions
- ◆ Energy engineer, Lausanne Polytechnic School graduate
- ◆ Deep polar diving specialist and underwater cameraman

Passionate about oceans and mountains, he first turns towards rock climbing and then scuba diving. His enthusiasm for this activity will rapidly bring him to teach and diversify his skills both in technical and professional diving. During his studies, he works closely as logistics and technical manager for Jean-Louis Etienne. It is during this time that, in April 2007, he organizes a series of dives at the North Pole, using a submarine robot and six divers.

He then imagines a submarine exploration project with an objective to make an unprecedented photographic and cinematographic testimony-report on the submarine universe of the ice floe, in the most representative and comprehensive manner: "Deepsea Under The Pole by Rolex". At the end of a 45-day trek living on the ice floe, grueling both for the team and the equipment, and after 51 dives in extreme conditions, the adventure – a first ever – is brought to a close with a remarkable success. It brings back unique and spectacular images of the submarine sea ice that will travel the world, witness of a dream world in distress due to global warming.

After this first success, he began work, in 2011, on the development of the "Under The Pole" undersea exploration program.

Welcomed by Roland Jourdain, an ocean racer, Ghislain established a base at Concarneau for launching a major new expedition :

UNDER THE POLE II • DISCOVERY GREENLAND.

In 2013, he and Emmanuelle Périé-Bardout purchased the WHY, an impressive 19.5-meter-long aluminum schooner, as an itinerant base camp, dedicated to diving and polar exploration.

In January 2014, the ship departed for Greenland, thanks to the combined efforts of some hundred crew members and collaborators, as well as more than 80 partner companies and research institutes. In July 2014, after four months of increasingly deeper dives, he achieved a first for the Polar region in northern Greenland by going beyond the 100 meter limit using a rebreather. At the end of a winter on the ice caps, he repeated the exploit in April 2015 with dives beyond 100 meters under the ice.

In 2015, after 21 months of Polar immersion, the expedition returned to France at the end of a pioneering adventure. Since then, Ghislain and his team have been working on Under The Pole III.

# EMMANUELLE PÉRIÉ-BARDOUT

- ◆ 38 years old
- ◆ Co-Founder and Co-Director of Under The Pole expeditions
- ◆ Skipper, French National Sailing School graduate
- ◆ Polar regions specialist

A former member of Jean-Louis Étienne's team, Emmanuelle shares leadership of the Under The Pole program with Ghislain. As the WHY skipper, she directs expedition communication and enjoys keeping records, especially in writing, of regions not yet explored.

A sea and cetaceans enthusiast since childhood, she boarded the Grace O'Malley school schooner for six months when she was just thirteen. In 2000, she studied at the Les Glénans sailing school and later entered the French National Sailing School where she attained the highest level in cruise training. In parallel to her work as a Manager on Penfret Island - where she supervises 200 interns and 50 instructors - she participates in ocean races in a Mini 6.50.

After meeting Jean-Louis Étienne, she embarked for Clipperton as a Sailor and co-Manager of nautical activities. After her return to France, she worked as a diving instructor before leaving for a year and a half of polar navigation between Norway and Spitsbergen as first mate of Olivier Pitras' Southern Star.

In 2007, she joined Jean-Louis Étienne once again for an expedition, this time on a flying ship : a

dirigible. During this expedition, she reached the Geographic North Pole for the first time in 2008.

She then joined Ghislain to prepare Deepsea Under the Pole by Rolex. In 2010, she was the only woman on the ice cap's team, where she dived and took care of communication and their dog Kayak.

After a successful second Under The Pole expedition called Under The Pole II • Discovery Greenland, she has been preparing full time the new expedition :

UNDER THE POLE III • TWILIGHT ZONE.



# BORDIER & CIE GROUP

Bordier is an international banking group founded in 1844, owned and run by the fifth generation of the founding family. For over 170 years, as entrepreneurs, we have been protecting, developing and passing on to future generations the assets entrusted to us.

teamwork, family, and an open and international environment. But beyond all this, we share philosophical and behavioural values such as respect, hard work, perseverance and humility. Like Under The Pole, we protect and pass on capital.

What is unique about us ? Bordier is a "private bank", which means it is a partnership : the Partners have unlimited liability for all commitments entered into by the Bank.

In other words, the Bank's commitments are underpinned by the partner's private and personal assets. This unique characteristic has major implications : we are responsible and fundamentally independent.

## OUR VALUES

Responsibility and independence, sustainable commitment, protection and transmission are in our DNA : we have been living these values for 175 years.

## BORDIER AND UNDER THE POLE

Bordier clearly has much in common with Emmanuelle and Ghislain's Under The Pole team : R&D, analysis, technology, performance, innovation, thoughtfulness, risk management,

*WITH UNDER THE POLE, WE ARE WORKING TO PROTECT AND PASS ON ASSETS THAT BELONG TO EVERYONE : OUR PLANET*

With Under the Pole, we are working to protect and pass on assets that belong to everyone : our planet. We hope to play our part in passing on to current and future generations knowledge that is critical to a better understanding of environmental challenges.

Indeed, knowledge is the key factor in adopting appropriate behaviours and making well-founded, responsible and coherent decisions. But without

some added soul, there is no human adventure: Under The Pole gives us adventure, dreams and passion.

For all these reasons, we are honoured to play our part in this great adventure.

Michel Juvet,  
Bordier & Cie Partner

# ROLEX & EXPLORATION

Since the 1930s, Rolex has been accompanying human adventures at the edge of our world, inciting those who, by their courage and visionary spirit, bring a new life to the planet. In the course of these partnerships, the brand has continually perfected its watches and tested them in some of the most hostile environments, proving that boundaries are meant to be pushed.

Missions supported by Rolex are journeys to the border of the unknown in very inhospitable zones, like the roof of the world, ocean depths, of the most remote Polar Regions. Among those that marked History are featured the 1953 Himalaya expedition, which saw the first alpinists summit Everest, the highest mountain on Earth, and the 1960 submarine expedition, during which the first inhabited submersible gained the oceans' deepest point.

While the great discoveries era makes way for a period favoring the protection of the environment, Rolex plays a defining role along the pioneers of the extreme who contribute by their prowess to a better knowledge of our ecosystems. Conscious of the challenges confronting humanity, the watch manufacturer reinforces its ties with exceptional people and institutions at the forefront both driven by the will to preserve our planet. Thus, it is associated with Sylvia Earle, old-established Rolex Testimony who strives for oceans conservation, particularly within the Mission Blue program, and who recently made official their partnership with National Geographic

in order to bring awareness to the public through challenges to take up and to promote initiatives for a better future.

Real sources of inspiration for younger generations, environmental conversation actors whom Rolex partners with tirelessly invest themselves to ensure the future of natural environments.

In 2010, the brand was a stakeholder for Deepsea Under The Pole by Rolex, a pioneer expedition using skis aiming to study the submerged face of the arctic sea ice and to lead several scientific research programs related to the polar environment.

Confronted with some of the harshest climates of the globe, its eight crewmembers dove in glacial waters of the Arctic to collect precious data. The team gathered exceptional audiovisual

goods of a world in distress where snow and ice stand alongside an unexpectedly singular and rich submarine fauna.

Rolex is proud to renew its support to these out-of-the-ordinary explorers with Under The Pole III, a new expedition destined to unveil some of the mysteries of our planet.

*BOUNDARIES  
ARE  
MEANT  
TO BE  
PUSHED*

# AZZARO & UNDER THE POLE

## PREFERENTIAL PARTNERS OF UNDER THE POLE FROM 2016 AND DURING 4 YEARS

With the flamboyance of its founding values, Azzaro is "the brand that celebrates life", allowing both men and women to play with their destiny, to take a chance on their luck and go after their dreams. This life philosophy is perfectly illustrated through the four-year-long partnership that has tied the brand with the Under The Pole team during their third expedition around the world.

## AZZARO AND UNDER THE POLE : A PERFECT FIT

For Azzaro, the partnership simply made sense: the brand shares the values of freedom and generosity that reflect the intransigence and instinct which drive Under The Pole expeditions. A common theme: the sea, its reflections, its intense azure color, its immensity – endless inspiration that imbues that bold and hedonistic air of all pioneers who strive for the impossible and wish to end up in unexpected places.

Under The Pole is a rare human adventure, a symbol of freedom and wanderlust. This commitment is bound by values dear to the Azzaro brand, those of bettering oneself, bravery and passion.

Sandrine Groslier,  
President of Clarins Fragrance Group

## ABOUT CLARINS FRAGRANCE GROUP AND AZZARO FRAGRANCES

Created in 1954 by Jacques Courtin-Clarins, the Clarins brand has been the European leader in luxury beauty treatment products for 20 years. The group's Fragrances activity, encompassed by the Clarins Fragrance Group (CFG) structure, presided over by Sandrine Groslier, is made up of the private labels Thierry Mugler and Azzaro.

*A COMMITMENT  
IS BOUND BY  
VALUES OF  
BETTERING  
ONSELF,  
BRAVERY  
AND PASSION*

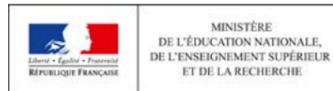
## AZZARO FRAGRANCES VALUES

The Azzaro Fragrances brand owes its success to the exceptional heritage of its creator, Loris Azzaro, and his firm values: the power of the Mediterranean sun, timeless seduction, hedonism for the best life has to offer, emotional generosity among friends and family, freedom of mind and body, and a certain joie de vivre to experience every moment

more intensely than the last.

Fascinated by fragrances since childhood, Loris Azzaro began by creating his first fragrance back in 1975 : "Azzaro", a feminine fragrance with surprising notes of chypre, was reinvented in 2008 to become "Azzaro Couture", marking the beginning of a saga that led to the creation of "Azzaro Pour Homme", "Chrome", "Azzaro Wanted" and the "Solarissimo" collection.

## OUR DISTINGUISHED PATRONS



## MAIN PARTNERS



## OFFICIAL PARTNERS



## IT PARTNER



## INSTITUTIONAL & SCIENTIFIC PARTNERS



## OFFICIAL SUPPLIERS



## TECHNICAL PARTNERS



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MAIN PARTNERS



AZZARO

bordier | 1844

Fondation  
Air Liquide



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