SOPHIE VANN GUILLON FRAGRANCE EDITOR

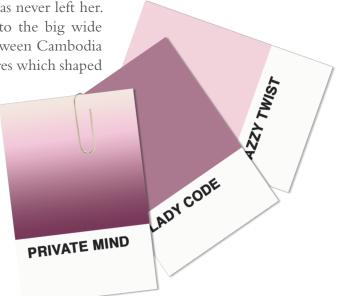




Sophie is a unique personality who radiates warmth and joy. It is difficult to define her in just a few words. "Visionary and hyperactive businesswoman" according to Forbes, "perfectionist and whimsical creator" as described by her closest collaborators. Sophie's originality sets her apart. Although she never takes herself seriously, she is the source of inspiration and shrewd leader behind the Valmont brand which she takes very seriously indeed. Following the success of the skincare collection, she has developed a perfume brand: Storie Veneziane by Valmont. A return to her first love.

A passion is born

As a child, Sophie would take apart make-up palettes to examine the boxes. She was already fascinated by the artistic dimension of beauty accessories, and also by how they worked. This craving has never left her. Her curiosity was coupled with an early introduction to the big wide world thanks to her cosmopolitan upbringing: raised between Cambodia and France, she was nourished by these two refined cultures which shaped her remarkable sensitivity.





Later, she completes her business studies with a master's degree in management in the United States, at a time when it is quite exceptional for a young French woman to travel so far alone. Her studies give her that self-confidence which emanates from American universities. She also takes the opportunity to discover the many forms of contemporary art that abound in the United States at the time: pop-art, street-art, abstract, neo-figurative art, happenings... She doesn't miss a thing. Because Sophie has always been passionate about art, an expression of universal and timeless beauty. On her return to France, she turns to artistic forms in perpetual renewal: fashion and beauty. She joins Pierre Balmain. Her energy, her liveliness, her fluency in languages quickly enable her to gain responsibility for Latin America, then world-wide exports. She travels a lot, observes women, compares their expectations from one country to another. Then, she starts working at Oscar de La Renta, becoming the ambassador of this great institution across the planet. A few years later, at Yves Saint-Laurent, she rises through the ranks to Marketing and PR Director.

In love with ART



THE MAGIC OF BLENDING

She rubs shoulders with the great fashion designers, photographers, models, attends the Parisian fashion shows... She is delighted to discover the world of perfume and cosmetics. She becomes acquainted with essences, raw ingredients, the magic of blending. She is passionate about textures, active ingredients. She learns to anticipate trends. She masters entire ranges of skincare and make-up products, creating an abundance of assortments. Curious, she is also interested in how these prestigious establishments operate, without imagining that she will one day be responsible for such an enterprise.



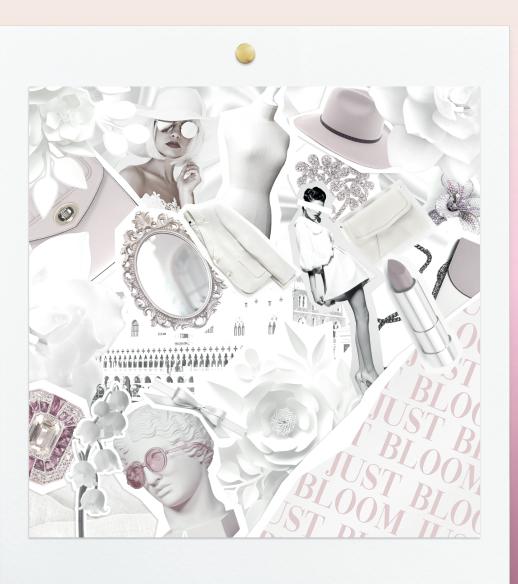
SOPHIE, THE SOUL OF VALMONT

" Luck ?

You have to know how to attract it."

This is how she leaves the reassuring world of the great Parisian institutions to devote herself to Valmont, the confidential Swiss cosmetics brand bought by her partner Didier Guillon. She gets caught up in the game. But in her own way.

"I work without market research, I depend on my instinct, I know what's going to work and it works." she says. A woman of conviction, she only sits on one side of the fence. She follows her own intuitions, reinforced by her interaction with customers. This is the true luxury of independence, in every sense of the word. Not being accountable to a distant parent company. Not having to fit into a global strategy.



" I work without market research . I depend on my instinct , I know what's going to work and it works ."



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Her 6th sense, which rarely deceives her, leads her to develop and reorganize the range which grows from 15 to nearly 150 products in a few years. Her business intuitions flourish. Sales are taking off. She also discovers that she has a certain natural talent for team leading, for coming up with an original idea for a cream, for inventing a new skincare concept, for developing the brand internationally...

So, when it comes to finding a new company head, she accepts the challenge. Because Sophie is an initiator, impassioned by invention, always moving forward. Valmont then takes off to become one of the most prestigious independent beauty brands.



Without having foreseen it

Sophie has gradually become

a skincare creator

She invests in the choice of ingredients. She spends time with researchers, is passionate about their experience. Occasionally she drives them towards a solution. Her inspirations generate recognized scientific innovations, such as Silicium D^2 , the subject of publications in specialized journals. How does the idea of a formula intuitively come to her? How does she know a product will work or not? That an ingredient is essential? She talks about her "tree structure" mind which enables her to view an issue in its entirety and make up her mind with certainty. This is how she identifies a scientific discovery that goes unnoticed, creating "skin bifidus" which lies at the heart of avant-garde skincare.



"I never hesitate to correct formulas which may be perfect, but don't match my intuition." she also affirms. Along with efficacy, she seeks out the essence of what will make women happy. Will make them more beautiful, more confident. Will accompany their femininity without reinventing it. Because Sophie's creativity is entirely focused on women. It is as if she has been given a mission, which she describes as:

" Make the best products to help women blossom and mature with grace."



During her many travels around the world, she has always listened to them. Observed them. In the street or in airport lobbies. She has tried to understand the desire for comfort of some, the need for security of others, the desire for efficacy of all. It is upon hearing their remarks that she will modify a formula or a jar. Thinking of them, she imagines a new cream that oxygenates the skin. It is to them that she dedicates with her partner Didier Guillon the Maisons Valmont which are opening in big cities. Women are discovering a world made of excellence and creativity. In the atmosphere of an art gallery, the sublime l'Elixir des Glaciers stands alongside the bags designed by Sophie, as well as the perfumes she imagined within the Storie Veneziane by Valmont brand: Collezione Privata.

Women, her brightest source of inspiration

Sophie, a free spirit

A vivacious woman full of life and with a communicative energy, Sophie seems to have several facets: the active woman who led Valmont to the rank of a grand establishment, the caring Pygmalion who stimulates the talents of those around her, the inspired designer, able to imagine a range of perfumes or a new jewel...

On the one hand, a manager who speaks six languages, never compromises on the quality of her products and strives for excellence in every way. She knows all her employees personally, is interested in each line of work within her company, values the efforts of her teams. Her total involvement allows her to comment on sales reports while simultaneously testing a new cream; to spend the morning in the laboratory with the researchers, then the afternoon with the operational committee to define the strategic orientations for the coming year.

On the other hand, a mischievous and inspired designer, capable of inventing new words to make herself understood better, of designing very feminine jewelry, of imagining extremely elegant perfumes with a touch of eccentricity. Enriched by her travels and her passion for the arts, she increasingly asserts her creative talent. Her partner, himself an artist and collector, says of Sophie that she is the most beautiful artist he has met.



COLLEZIONE PRIVATA

JUST BLOOM

SOPHIE, FRAGRANCE EDITOR

Elegant and very feminine, Sophie has always been fascinated by the language of perfumes, its diversity. Before composing her own scents, she changed her trail of fragrance over time and according to her moods. She can recount the periods of her life through her changes in scents. Floral Aldehydes when she wanted to show off her womanhood and fresh florals when she no longer needed to. Then she turned to the roundness of musky notes and later to the warmth of chypres, even gourmands. Over the years, she has wondered about the composition of the fragrances she wore, the choice of ingredients and their interactions resulting in the olfactory harmonies or contrasting effects that she appreciates so much.

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" It goes without saying that the pleasure of a Valmont skincare treatment should be punctuated by the signature of a Valmont perfume."

Since then, Sophie has longed to develop a range of perfumes, considering fragrance as an extension of the beauty ritual. Scent must be the final, delicious touch of a Valmont skincare treatment. Depending on the time of day, season, occasion, mood, it will be fresh and ephemeral, personal and longlasting or intense and unsettling. It goes without saying that the pleasure of a Valmont skincare treatment should be punctuated by the signature of a Valmont perfume. This is how Storie Veneziane by Valmont was born.

For Sophie, perfume is also a gift, an offering. She creates for others. To offer a beauty accessory, not to show off or express her moods. She likes to imagine the happiness of the woman spraying her skin with Blooming Ballet; the pleasure induced by vaporizing Just Bloom; the voluptuousness of the woman about to place a few drops of Rosso I extract on the nape of her neck before putting on her evening dress.



Each scent of the Collezione Privata fragrance collection captures a real-life personality. For Sophie has brought into play her true inspiration. Her kaleidoscope of female portraits with different cultural and personal identities. Above all, she has managed to understand and grasp the complexity of being a woman: delicate yet strong, generous yet determined, embracing both masculine and feminine traits. Intertwining life and creation, the Collezione Privata perfumes tell the true story of women. Endowed with the talent of Sophie, they reveal a wonderful olfactory world where every woman can joyfully find her scent.

A kaleidoscope of female portraits

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PRILATE MIND



SOPHIE, COHERENT BY NATURE

Through all her creations, both skincare and fragrance, Sophie expresses her universal love for women. She also shares a part of herself. And just like the women for whom she creates, her personality is multifaceted. Yet these multiple aspects of this unique personality are never conflictual. On the contrary, there always exists the same high standards, expressed with the same authenticity, the same spontaneity. "What has defined me all my life is consistency." she sums up. She enjoys diversity, exploration, curiosity, without ever spreading herself too thin or losing track. This coherence is innate in all Valmont products. Because Sophie is just like Valmont: authentic, atypical, with a strong personality. In fact, she does more than run Valmont: she embodies it.

" One is not born a creator but becomes one."

STORIE VENEZIANE *By* VALMONT