

DURANCE

PROVENCE FRANCE

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OUR PROMISE

DURANCE

artisan of your well-being



DURANCE

PROVENCE FRANCE

The heart of our business



DURANCE
PROUVENCE FRANCE

First family-owned interior
fragrance brand in France



RUTH family

Family values



French

In the South of France



Originally

Lavender essential oil farm

A family business

Our know-how



An artisanal know-how

Our candles are manufactured traditionally, handmade from the wick to the raphia knot.



Fragrances from Grasse

Our Master perfumers from Grasse make delicate and refined fragrances inspired from nature. A rare pallet of over 50 fragrances to evoke a world of memories and of olfactive journeys.



Made in Provence

We love Provence and are very attached to our land.

The Durance products are manufactured in our workshop in Grignan, for over 30 years. We work with local partners as much as we can.



A unique wax

A unique mix of wax of great quality, with an even burn for a complete and optimal diffusion. Each wick is selected for a perfect diffusion of each wax blend.

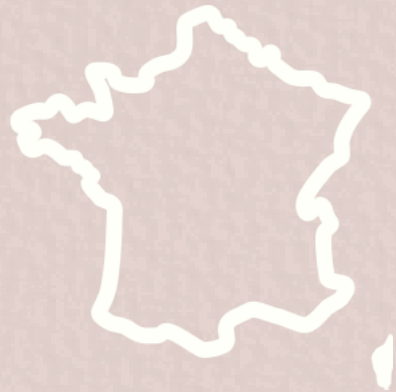




OUR ORIGINS

OUR COMMITMENTS

MADE IN
PROVENCE



QUALITY
BENCHMARK



CREATE
MOMENTS
OF
EMOTION



NATURALITY
OF
PRODUCTS



Made in *Provence*

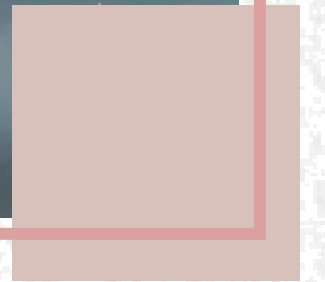
DURANCE
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Local partners



QUALITY



Moments of *emotion*

DURANCE
PROVENCE FRANCE



THE MOST
REFINED
RAW
MATERIALS



The *fragrance* ...



...IN THE HEART
OF OUR
COLLECTIONS



Our distribution

14 Durance stores in France

30 Durance stores worldwide



1790 Points of sale in France

3600 points of sale worldwide





Our brand

DURANCE
PROVENCE FRANCE

A Provence, France brand for a good value

Our strengths

Our Fragrance Library

Home fragrances



The handmade candle diffuses its fragrance rapidly and continuously to create a warm and comforting atmosphere.

+/- 40 hours of burn time



The home perfume diffuses its scent rapidly and instantly in the room.

+/- 80 uses



A beautiful decorative object in its own right, the scented bouquet diffuses a continuous, long-lasting fragrance.

+/- 1 month of diffusion



Pillow perfumes - perfect for a calming effect to spray on pillows or any other textiles.

Our collections

Personal fragrances



The Eternals

Our master perfumers in Grasse have selected the finest materials used in perfumery, from exceptional sources, to bring you unique fragrances.



L'Omé

The Durance L'Omé collection pays fragrant homage to the exemplary plants of Provence. Its notes are sometimes warm, sometimes enchanting, revealing the full diversity of Provençal wealth and painting different masculine portraits.

Our collections

Body care



The Essentials

When reworking the traditional beauty recipes from the Mediterranean basin for its Essentials collection, Durance drew inspiration from Marseille soap made with Organic olive oil from Provence.



Colours of Provence

Enriched with essential oils and/or flower or fruit extracts, the Colours of Provence liquid soaps and shower gels inject a burst of colour. Gentle pleasures for the whole family.

Our strengths



Leader

Leading family business in interior home fragrance in France

Our strengths

Our brand

Provence brand at a good value for price



Innovation

Large innovation capacity of over 100 SKUs a year

Leader

Leading family business in interior home fragrance in France



Christmas know-how

50 SKUs developed each year.
15% of our turnover



Large innovation capacity = 15% of turnover (excluding Christmas)

Our strengths



New fragrances in existing collections



New products



New collections



Christmas know-how



15% of our turnover

50 SKUs developed

Theme each year

5 fragrances

6 types of products

Variety of gift sets

Our strengths

Our strengths

Christmas know-how



Thank you !

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