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**FOR IMMEDIATE RELEASE**

## **Ava Gardner & Le Galion: L'ASTRE – Ava, Incendiary Star**

The year 2022 marks the centenary of the birth of an icon of Hollywood cinema: Ava Gardner. Archetype of the femme fatale, personification of luscious femininity, the great actress was close to the house of Le Galion at the end of the 1950s.

She met Paul Vacher and became an ambassador for Sortilège, before asking him to compose a tailor-made fragrance for her. The perfumer, close to many stars of the time (Marilyn Monroe, Judy Garland, Grace Kelly...) complied.

In 2022, Le Galion is launching L'Astre, a contemporary rewrite of a formula that has remained private for decades. Worked in collaboration with the heirs of Ava Gardner who offer access to their archives, L'Astre symbolizes the brilliance of these two great names of the 20th century, whose influence continues today.

### *AVA GARDNER, THE DREAM INSPIRATION FOR A PERFUME*

Revealed by her photographer brother-in-law, Ava Gardner began her career in the early 1940s with many uncredited supporting roles. In 1946, her performance as a femme fatale in *The Killers*, where her sex appeal burst onto the screen, propelled her as a star with an assertive and undeniable presence.

The roles follow one another for the one who is soon nicknamed “the most beautiful animal in the world”. Her charisma and her extraordinary beauty are coupled with a personality that knows how to be witty or incisive.

Her devastating effect extends far from the cameras, where her penchant for the festivities and the sleepless nights makes it burn the life by the two ends. Her unbridled romances playing out behind the screen fuel the scandalous chronicles and complete her image of an incendiary brunette with an assumed power of seduction.

After seeing her swimming in a bathing suit in his pool, Ernest Hemingway - who is a friend - bewitchedly asks his staff not to empty the water until further notice. One of the many anecdotes demonstrating the real impact that this figure of 20th century cinema had.

Adventurer in *Mogambo* (1953 – nominated for the Oscars) or dazzling star in *The Barefoot Countess* (1954), she became a star among the stars and during an evening at the Stork Club in New York, met Paul Vacher, the perfumer and owner of Le Galion. Dazzled by the actress and convinced of her tremendous potential for olfactory inspiration, he offered her to become the face of Sortilège before composing for her the bespoke perfume that would become L'Astre.

### *L'ASTRE, THE PERFUME*

**Perfumer:** Rodrigo Flores-Roux (Givaudan)

**Olfactory family:** amber spicy floral

An elixir of opulence that sweeps away inhibitions and abolishes hesitations.

A perfume that seeks – and certainly finds – the most complete attention.

**Olfactory pyramid:**

*Top:* Clementine, cardamom, cinnamon, coriander, red ginger, chilli berries

*Heart:* Jasmine, ylang-ylang, tuberose, orange blossom, rose

*Base:* Amber, suede, benzoin, vanilla, tonka bean

“L’Astre is a large, exuberant and magnetic floral. Its catchphrase is made of aphrodisiac spices to symbolize the burning gaze and maddening beauty of Ava. Then I worked on a spectacular floral accord - especially white flowers - to underline its impressive aura and wink at the grand bouquets of that era. Finally, the seductive number continues in the amber background, warm, enveloping and in my opinion borderline licentious...” – Rodrigo Flores Roux

“Many people have told me (...) that my image and my career as a star were drawn in *The Killers*, where I imposed myself as a fatal siren with undulating hips and a vertiginous neckline, capable of setting fire to the planet while leaning against a piano.” – Ava Gardner, *Ava, My Story* (1990)

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**ABOUT AVA GARDNER TRUST:** Ava Gardner established her Trust in 1986. It has evolved through the years, and today, it is responsible for the management of the intellectual property of Ava Gardner including trademarks and copyrights. The Trust works to exploit image and publicity rights in order to provide funds for the beneficiaries of the Trust. Moreover, the Trust seeks to preserve the legacy of Ava Gardner and to introduce her to a new generation of fans. Ava was courageous, independent, kind, and generous. All of the residual funds of the Trust go to charities and non-profits selected by Ava and her family. Her compassion and boundless generosity continue through her Trust. For more information, please contact [avagardnertrust@gmail.com](mailto:avagardnertrust@gmail.com).