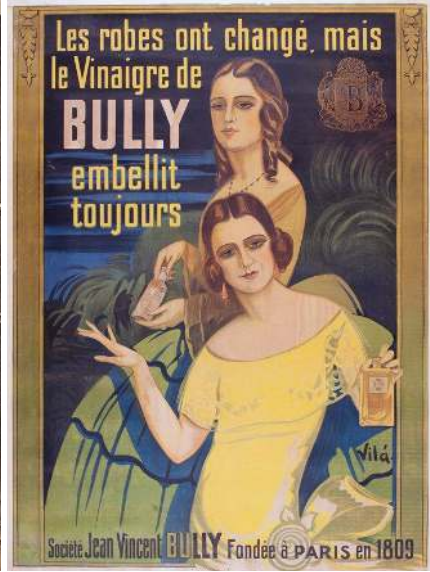


OFFICINE UNIVERSELLE BULY

A HISTORY



Opening an elegant Officine under an illustrious patronage. Restoring Paris to the epicentre of beauty inspiration, as it used to be in the 19th century. Gathering ancestral and universal savoir faire to invent cosmetic treatments and aesthetic perfumes that are as good as they are beautiful, infused with the progress of science and technology. To paraphrase Victor Hugo, let the key of the past open the door to the future. All that is passed, and passing, and to come; this is the History of Buly.

ONCE UPON A TIME... JEAN-VINCENT BULLY

From a glorious rise to a tragic fall, his life had all the ingredients of an Epic Romance. The same entrepreneurial temperament ran through the veins of César Birotteau, perfumer and darling of the conquering bourgeoisie, born from the pen of Honoré de Balzac in one of the novels featuring in Scenes from Parisian Life. Truth is better than fiction: Jean-Vincent Bully & his father Claude - whose name bore at the time the double consonant - and their talents at distillation, perfumery and cosmetology left a mark on their epoch and on the history of beauty. The reputation of his Parisian store, founded in 1803, went far beyond the French border and circulated throughout Europe.

OFFICINE UNIVERSELLE BULY

With his obvious flair for the Zeitgeist and a head for business, Bully was open to the progress of science and cosmetics and used them to develop inventive formulas. Among them, a vinegar with a thousand virtues.

This is the Golden Age that Officine Universelle Buly aims at restoring. Buly, with one 'L', handing on the torch, a new story, a new universal era.

OFFICINE UNIVERSELLE BULY: A NEW CHAPTER

Victoire de Taillac and Ramdane Touhami, owners of Officine Universelle Buly, have something of a passing of time. A certain vocation of transmission which, by being inspired by the excellence and the virtues of the past, makes the heritage of beauty evolve and offers the best of the present. To their taste for true perfumery with authentic formulas free of harmful chemicals, is added the conviction the universal beauty secrets have lost none of their value and wisdom. Their deep passion for the ancestral know-how, gestures and habits of hygiene and beauty of all the peoples of the world, is translated in 2014 by the opening of the Officine Universelle Buly at 6 rue Bonaparte, Paris 6e. A bulwark against the disappearance of this world beauty heritage and a counter bringing together simple and precious products, effective, respectful, modest or legendary, drawn from history and travel.



OFFICINE UNIVERSELLE BULY

A VISIONARY DUO

Victoire de Taillac and Ramdane Touhami share a love of travelling, seeking and exploration, a deeply rooted respect for traditions, a capacity for audacious innovation, a commitment to precision and efficiency. Every one of these facets gleams in each new project. This is how these free spirits imagined Parfumerie Générale, their first concept store dedicated to niche cosmetics and perfumery, in 2002. This is how they orchestrated the relaunch and global success of candlemaker Cire Trudon in 2006. This is how they designed and published Corpus, an annual review dedicated to beauty, body and mind, in 2013. The following year marked the rebirth of Buly.



ALL THE BEAUTY IN THE WORLD

Conceived in Paris, formulated in a French laboratory, the skin-care products and perfumes designed by Buly make up a peerless and timeless experience. Building a bridge between natural ingredients, the teachings from ancient recipes, and the innovative technologies of contemporary cosmetics, they promote an approach to beauty that is personal, intimate and bespoke, through which each person elaborates their own rituals and develops their own skill set. A beauty that makes them want to take time for themselves, to explore every recipe, every texture, every ingredient or every tool to make it their own. A functional beauty that doesn't neglect the aesthetic pleasure given by a product, its container, or an accessory. A form of beauty humanised, resurrected, and purified.

Today, Buly continues to travel the world in its ongoing mission of promoting art of living, freedom and beauty.

OFFICINE UNIVERSELLE BULY



BULY, HOME OF A CERTAIN JE NE SAIS QUOI ...

Every journey ought to have stopovers. For Buly, they are stores peppered around the world. From Paris to Kyoto, from Seoul to Munich, from London to Milan, and in many other places, our 61 addresses blend into the urban landscape, as if they had been there forever. More than that: each one is a manifesto against standardisation. Each is inspired by its home city: the architecture, the culture, the residents and their customs. Once you pass the threshold, another journey begins, towards the Paris of another era. Details borrowed from the local environment, making each store unique, are combined with the spirit of French pharmacy officines from the 19th century. The distinct character of each boutique embodies Ramdane Touhami's concept of 'aesthetic deglobalisation', an idea that refuses the infinitely reproducible designs erasing regional identities. Like a red thread running throughout the tapestry that is Buly, our 'Houses' have this décor in common with furniture and panelling in polished walnut, marble-topped counters, antique faucetry, the alembics and retorts of the Chemist, bottles, flasks, vials, and jars in ceramic or glass... A warm and lively atmosphere emphasised by the generous welcome from our obliging assistants, each one happy to personalise every purchase with a message marked in elegant calligraphy on the spot, and to wrap it following the origata technique, the Japanese art of wrapping. The finishing touch, the signature display of Buly's philosophy: A celebration of the suspended moment and its souvenir.