

XERJOFF

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**YANNICK
ALLÉNO**



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*SAVEURS
OLFACTIVES*



“SAVEURS OLFACTIVES”

When haute cuisine meets high perfumery

A new frontier of sensory exploration is born from the encounter between one of the world's most Michelin-starred chefs, **Yannick Alléno**, and **Xerjoff**, the prestigious Italian house of artistic perfumery. Together, they launch “**Saveurs Olfactives**”, a dining experience that celebrates the deep connection between taste and scent - two senses that have the power to transport you to a specific time or place, and evoke memory



and emotion like no other. Inspired by the shared values of avant-garde creativity, a visionary approach to excellence and a deep reverence for quality raw materials and craftsmanship, **Sergio Momo**, founder of Xerjoff, and Chef **Yannick Alléno**,

began crafting an experience where high perfumery and haute cuisine coexist and elevate each other.

The concept: a multisensory dining experience

The experience makes its debut at Alléno's three-Michelin-star restaurant in **Paris** - Pavillon Ledoyen from **June 17**, before expanding to his restaurants in **Monaco, London, Seoul, and Dubai**, each offering a unique, location-specific multisensory journey. At the heart of this adventure is a unique fusion of worlds and senses – a dish inspired by a Xerjoff scent is accompanied by a unique olfactory ritual. A specially selected Xerjoff scent is exclusively adapted for this unique experience. The inaugural creation, served in Paris, features an esteemed dish of white asparagus cooked in cardamom and black lemon-infused milk, orange blossom milk foam and toasted almond petals.

The dish is delicately paired with Xerjoff's *p.33* perfume, renamed **p.33 x YA** for this occasion. The adapted scent can be experienced via a one-of-a-kind ceramic cloche, created exclusively for Chef Alléno.





Guests are invited by the maître d'hôtel to first lift the cloche and savour the scent before tasting the food, allowing the aroma to enhance and unlock the full complexity of the flavours.

The cloche remains on the table, providing a lasting aromatic presence throughout the meal.

At the end of the experience, each guest receives a **gift box** featuring a **15ml flacon of p.33 x YA** and the same **ceramic cloche** used during the experience.

A perfume that tells a story: p.33 x YA

The Paris debut of Saveurs Olfactives features the scent *p.33*, part of Xerjoff's luxurious **Sketchbook Collection**. Floral yet aromatic, *p.33* opens with sumptuous notes of bergamot, grapefruit, apple and pink peppercorn, leading to an elegant heart of iris, cinnamon and cypress. At the base, cedarwood, musk and amber round up its authentic character. For this occasion, a gentle touch of sage has been introduced to the blend, an essence that marries with the dish, heightening the senses.

P.33 x YA is a sophisticated composition that embodies passion, creativity and refinement – qualities that mirror both the city of Paris and the modern cuisine of Chef Alléno. The fragrance is designed to evoke the soul of Paris, just as the chef's dishes are conceived to narrate a story of terroir, memory and modernity.

A journey across five cities

Over the past few months, Chef Alléno and Momo met in both **Turin** and **Paris** to explore how fragrance and flavour could narrate the soul of a city. Five cities were selected, each home to one of Alléno's restaurants: **Paris, London, Monte Carlo, Seoul and Dubai**. For each, a signature scent was chosen to inspire a dish, making each stop on the journey a unique chapter in this evolving sensory story.

"Cooking is not only about taste – it's about emotion, memory and identity. Working with scent adds a powerful new dimension to how a dish can be experienced. This collaboration with Xerjoff allows us to push the boundaries of fine dining."

Yannick Alléno

"Perfume and cuisine share the same soul: the desire to craft beauty from raw materials, to innovate and to express something intimate and unique. 'Saveurs Olfactives' is a poetic expression of this shared philosophy."

Sergio Momo





About Yannick Alléno

Chef Yannick Alléno is one of the world's most Michelin-starred chefs, holding 17 Michelin stars across his 19 restaurants around the globe, found in the likes of London, Paris, Dubai, Monte Carlo, Courchevel, Seoul & Osaka. Since the beginning of his career, he has been credited with reinventing contemporary French cuisine,

uniting classic French gastronomy with modern techniques and seasonal ingredients. His three restaurants in Pavillon Ledoyen hold six stars – three at Alléno Paris, two at L'Abyse and one at Pavillon – making it the most star-rated independent establishment in the world. His restaurant Le 1947 at Cheval Blanc in Courchevel also holds three Michelin stars. In March 2024, Yannick was awarded The Michelin Chef Mentor Award at The Michelin Guide France 2024 – honoured as a leading light of modern French gastronomy and an outstanding creator who is particularly committed to passing on his knowledge. In 2024, Yannick Alléno was also named Executive Chef of the legendary Orient Express Train and the world's largest sailing yacht, Orient Express Corinthian.



About Xerjoff

Founded by Sergio Momo in Turin, Italy, in 2007, **Xerjoff** is synonymous with **luxury, creativity** and **uncompromising quality** in the world of artistic perfumery.

Combining an innovative approach, skilled craftsmanship and the finest natural ingredients, Xerjoff perfumes transcend the ordinary, offering

olfactory journeys that are as bold as they are refined.

Today, Xerjoff has a repertoire exceeding 180 original scents, available in more than 125 countries worldwide, with 13 boutiques spread out across the globe. An established pioneer in the world of perfumery, Xerjoff continues to innovate, taking the art form to new frontiers and creating new sensations. It will be possible to discover perfumes from the Xerjoff portfolio at the new Xerjoff monobrand boutique, opening in September 2025 at **318 Rue Saint-Honoré, Paris.**

