

Beat: Lifestyle

DANS LES SERRES DE CHANEL : JARDINS, JARDIN - 16th EDITION In PARIS

JARDINS DES TUILERIES - June 6-9, 2019

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USPA NEWS - For City-Dwellers, even the Tiniest Patch of Garden is a Blessing – a little respite from the Oceans of Brick and Concrete on the other side of the Front Door. Maybe it's just big enough for a Few Pretty Containers and a Table and Chairs, or maybe you have a little more Space to stretch out, plant a Kitchen Garden or a Flowerbed, set up a Shed or even cultivate a Lawn. Even those without a Proper Garden might be able to carve out a little Green Space on a Roof Terrace or Balcony....

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Modernization engulfs both the Developed and Developing World, it is critical to address the Importance of Urban Agriculture. Cities currently house over 54% of the World's Population – a number that is expected to increase to approximately 59% by 2030. The UN Sustainable Development Goals (SDGS) have highlighted the Importance of Agriculture and Sustainable Cities in SDG Target 11.3, "Countries should aim to work to enhance Inclusive and Sustainable Urbanization for participatory, integrated, and sustainable Human Settlement Planning and Management in all Countries." We argue that to achieve this Target, in the Spirit of the SDGs, Governments should integrate Urban Agriculture into their Established and Growing Cities.

To live the Experience of a Walk in its Plantations in GRASSE, the HOUSE CHANEL created an Ephemeral Flower Field in The TUILERIES GARDEN (Paris), from June 6 to June 9, 2019. An emblematic Haute-Couture French Company, Chanel is also known Worldwide for its Perfumes, including the Mythical "N° 5" , created in 1921. For more than 30 years, it is in Pégomas, near Grasse , that Farmers who work with the House grow flowers with perfumes . A 5-hectare Farm entirely dedicated to the Composition and Manufacture of its Wakes.

Visitors are able to discover the Emblematic Perfume Flowers of Grasse , grown exclusively for the Chanel House. Camelia Blanc, Camelia Japonica Alba, Jasmine, May Rose, Iris Pallida, Tuberose and Geranium Rosat are honored and deployed in this Ephemeral Field of 200 m² . At the End of the Walk, the Public is invited to continue the Olfactory Discovery in the Country House , where is installed a Table of Raw Materials . Visitors are able to smell and test the Essences of Flowers , distilled or extracted to measure by the Laboratory of Creation and Development of Chanel Perfumes. The Transformation of Flowers into Cosmetic Active Ingredients. "Polyfractionnement" is about the Selection of the most relevant Fraction of the Flower to create a Tailor-Made Exclusive Essence to a Targeted Action. "Microfluidique" is a Revolutionary Technology creating Essence Bubbles and New Formula Sensations.

Source : Chanel @ Jardins, Jardin (Jardin des Tuileries - Paris) June 6-9, 2019.

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