



Rodeo Drive - The Podcast presents

La Maison Valmont: A New World of Emotion for the Five Senses



Left to right: Sophie Vann Guillon; La Maison Valmont, Prime Renewing Pack; Didier Guillon, photo by Francesco Allegretto, all images courtesy Valmont Group

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(Beverly Hills, CA, July 10, 2024) – The Rodeo Drive Committee announced today the launch of ***La Maison Valmont: A New World of Emotion for the Five Senses***, the second episode in season 5 of *Rodeo Drive – The Podcast*.

Since the beginning of time, humans have sought the secret to eternal youth and beauty. One company that believes it has gotten closer to cracking the code is La Maison Valmont, the luxury Swiss skincare brand that will open a boutique on Rodeo Drive on July 15.

La Maison Valmont, founded in 1985, will offer Rodeo Drive clientele its trademark five collections – hydration, luminosity, vitality, V-lift and V-firm – designed for young and more mature complexions. But it plans to elevate the experience with a custom treatment, called – naturally – the Red Carpet of Valmont, as well as a new line of perfumes, and additional experiences such as changing exhibitions of art.

“When you enter the world of Valmont, which is more than a skincare brand today, it's a style of life where you really enjoy the five senses. And we call it a world of emotion,” Sophie and Didier Guillon told host Lyn Winter, on the latest episode of *Rodeo Drive - The Podcast*.

La Maison Valmont is esteemed for its discreet, five-star service, and products including \$1000 dollar jars of *Crème Merveilleuse* made with the DNA of gold sturgeon. Their treatments and potions are based on “cellular science,” explains Sophie Vann Guillon, CEO and chief scientist at the brand. This is a form of skincare developed in Switzerland in which the “natural reactions and functions of the cells and skin” are rejuvenated by living cells that are “biocompatible” with one's skin.



La Maison Valmont Beverly Hills boutique rendering, courtesy Valmont Group

The company has been shaped by the passions of both its owners. Didier Guillon, raised in a family of art collectors, has founded an art foundation at the Palazzo Bonvicini in Venice, Italy. The foundation organizes residencies at its properties around the world that “welcome artists or customers who really want to discover what we are proposing on the art scene. We want to be different. We want to offer something unique, I would say out of the box.” He is also curating art for sale at the new salon on Rodeo

Drive; an exhibition by Venice, Los Angeles based artist Andy Moses is on the docket as the first exhibition.

Finally, their new location has stirred some flights of fancy, like the fragrances they are creating from plants cultivated in Vann Guillon's alpine garden. Didier Guillon says a famous movie inspired him to develop, "a fantastic fragrance called Scarface. It was my fragrance based on violets." Vann Guillon takes her cues from LA's coastal splendor and surfing culture.

"Sea bliss! It's a fresh scent with ozonic appeal while reminding us of the waves of the ocean. It's fresh, and it's a little bit flowery. So it really fits the Californians."

Season 5 of *Rodeo Drive – The Podcast* is presented by the Rodeo Drive Committee with the support of The Hayman Family, Two Rodeo Drive, Beverly Wilshire, A Four Seasons Hotel, and the Beverly Hills Conference & Visitors Bureau.

Season 5 Credits:

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About Sophie Vann Guillon and Didier Guillon

Sophie Vann Guillon and Didier Guillon have led Valmont for more than 20 years, working together to shape the identity and development of each Maison. Mentors, ambassadors, Pygmalions, initiators and managers, they dialogue, debate and create in a spirit of mutual esteem, purposefully pursuing a shared passion.

Sophie oversees all aspects of product creation, supervises marketing and communications and manages international press relations, guided by her intuition, experience and commitment. Didier shares his aesthetic vision and draws from his passion for art to sublimate exceptional formulas by creating refined packaging designs in ultra-limited editions. The alliance of art and beauty is the inspiration behind the brand's primary motto: *When Art meets Beauty*.

The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting

of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

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