

## **Les Muses Rose Nebula Crystal Edition – Product description**

In celebration of the 30th anniversary of an iconic flacon, Lalique proudly unveils the Les Muses Rose Nebula Lost-Wax Crystal Edition. This limited edition, consisting of only twelve exquisitely crafted 450 ml flacons, bridges the gap between tangible luxury and digital innovation through its pioneering 'phygital' features.

Each flacon is equipped with an NFC (Near Field Communication) chip, serving as a gateway to an exclusive microsite. Accessible directly via smartphone, this site enriches the owner's experience with detailed product information, the opportunity to claim an NFT, and access to exclusive real-life experiences.

### **Pricing and purchase information:**

Les Muses Rose Nebula Crystal Edition can be purchased for EUR 25'000 (USD 28'000, GBP 21'500). Availability starts online at [lalique.com](https://www.lalique.com) from May 31st, 2024, at 15:00 CET and in Lalique Boutiques from June 3rd, 2024.

### **Exclusive benefits for buyers:**

- **Fragrance:** Each purchase includes the primary 450 ml lost-wax crystal flacon and a secondary 100 ml flacon of the unique fragrance specially created for this edition.
- **Real-life experiences:**
  1. **Factory and Museum Tour:** a guided tour of Lalique's factory and museum in Wingen-sur-Moder, Alsace, France.
  2. **Bespoke Perfume Session:** an olfactive session with master perfumer Karine Dubreuil-Sereni, also located in Wingen-sur-Moder, Alsace, France.

These exclusive experiences are scheduled for the second half of 2024 and must be booked via the NFC-enabled microsite. Lunch is included. Travel and accommodations are not included.

- **Digital twin (NFT):** After purchase, buyers may claim a digital twin NFT of their Les Muses Rose Nebula Crystal Edition on their crypto wallet.