



# LE VAQUIER

## Perfume is in the air

**Le Vaquier: The Essence of Natural Luxury.**

**Crafted to exceptional standards in the south of France's Cevennes National Park, Le Vaquier offers breathtaking forest and valley views. Nestled in 24 hectares of enchanting woodland and crossed by an amazing river with super telluric energy and springs flowing throughout the domain, it's a nature enthusiast's dream, close to a southern French village.**

Owned by the renowned perfumery expert Paul Houlsby, Le Vaquier features a unique Scent Trail designed by Houlsby himself, where guests can walk and discover the origins of the art of perfume creation. Each guest is introduced to this world of senses and leaves with their own unique perfume journey by The Perfume Movement.

The wellness retreat boasts luxurious living spaces and beautiful bedrooms. Outdoor areas feature shaded terraces with stunning views, seating, and dining options, alongside a heated saltwater pool with a summer kitchen. A river at the property's edge creates natural swimming spots, enhancing this serene hideaway.



At Le Vaquier, ecotherapy takes on its full meaning, as it is nature that heals us, guides us, and reveals our true selves, just as we contribute to its preservation and enhancement. This profound connection with nature is at the heart of the experience, providing a unique opportunity to rejuvenate and reconnect with the natural world.

For an exclusive premium experience, guests at Le Vaquier are treated to exceptional services, ensuring a truly memorable and luxurious stay. Retreat Director Sylvain Lonchay will make your stay away from the world a unique moment for self-reflection and will invite you to experience the most enchanting once-in-a-lifetime activities, from conscious breathwork to revitalizing meditation sessions or one of his self-leadership programs but also with International experts and hosts on numerous topics.

### Press Contact:

Anton Mercer (Senior Marketing Manager)

retreats@levaquier.com

+33 769 50 55 13

# “BONJOUR” PAUL HOULSBY

Interview



**Paul Houlsby is the Creator and Founder of The Perfume Movement**

- What inspired you to create Le Vaquier in the heart of the Cévennes National Park? Can you tell us about your initial vision for Le Vaquier and how it has evolved over time?

PH: "The creation of Le Vaquier stems from my passion for nature and the art of perfumery. My aim was to design a sanctuary where the sense of smell plays a central role, just as the famous Hanbury garden on the French Riviera revealed botanical beauty. I want Le Vaquier to become a benchmark for the harmonious fusion between the senses and the ultimate experience of nature."

- How did you integrate your perfumery expertise into the design of Le Vaquier? Can you explain the Scent Trail concept and how it enriches the visitor experience?

PH: "Every detail of Le Vaquier has been carefully thought out to capture the essence of perfumery and the surrounding nature. Our Scent Trail, for example, is more than just a unique walk; it's a sensory exploration that invites our guests to discover the subtle aromas of our natural environment, while honoring the ancient art of fragrance creation."





- How does the surrounding nature influence the overall experience at Le Vaquier? Can you explain how ecotherapy is practiced at Le Vaquier and its benefits for guests?

PH: "At Le Vaquier, we firmly believe in Nature's power. We've created a space where nature soothes, heals, inspires and awakens our senses. It's a place that will live on through time and where everyone can connect deeply with our natural environment, while helping to preserve it for years to come."

- What features distinguish Le Vaquier's living spaces and rooms? How have you managed to combine luxury and comfort while respecting the natural environment?

PH: "Our accommodations combine luxury au naturel with respect for the environment, offering our guests total immersion in the natural beauty of the Cévennes. Each room and living space is designed to offer exceptional comfort while minimizing our ecological footprint, to leave a lasting legacy. Our commitment to sustainable development is at the heart of everything we do at Le Vaquier, from the use of water to soaps, shampoos... We actively work to preserve and beautify our natural environment, demonstrating the importance of conservation while creating, over time, a benchmark destination for responsible and luxurious ecotourism."

## Activities and experiences. Can you talk about the programs run by Sylvain Lonchay and how they complement Le Vaquier's offering?

PH: "Experiences at Le Vaquier are designed to be transformational. From custom perfume creation to nature meditation by the river, every activity aims to enrich our guests' sensory experience and nurture their connection to nature, from food at the table to mindful breathing practices. We aspire to create unforgettable memories that will leave a positive imprint on their lives."



Written by:  
**ANTON MERCER**

How perfumery influenced your approach to hospitality at Le Vaquier?

PH: "Perfumery is at the heart of our identity at Le Vaquier. Every visitor has the unique opportunity to create their own personalized perfume, inspired by local essences and advice from our experts at The Perfume Movement. It's an immersive experience that honors our sense of smell and celebrates the olfactory richness of our natural environment."

Looking ahead, we plan to expand our ecological initiatives at Le Vaquier, to strengthen the future footprint of those who protect our first asset: Nature. We aspire to become an internationally renowned destination, not only for our natural beauty and luxury services, but also for our unwavering commitment to preserving our environment and enriching the human experience."

