VIVEUR

SUSTAINABILITY STATEMENT

We believe sustainability is not a just slogan, but a responsibility. One that demands nuance, evidence, and care for human wellbeing above all.

Fragrance connects us across cultures and continents. Many of the materials we use support communities and craftsmanship in parts of the world where livelihoods depend on thoughtful trade, not absence of it.

So we favour quality and balance over dogma. Natural ingredients are often the soul of a scent, yet they, too, require discernment. Nature can be complex, and occasionally harmful, just as science can be elegant, safe, and sustainable.

All of our fragrances meet the safety standards set by IFRA. This global certification ensures that every oil we use is professionally assessed and compliant with recognised health and safety benchmarks.

While ambient perfumery allows greater freedom than skin-applied products, we choose to uphold the same discipline and diligence in every formulation we diffuse.

Where possible, we use pure fragrance oils diffused into the air, rather than suspended in alcohols, waxes or other carriers. This keeps our fragrances clean, uncluttered, and free from unnecessary chemicals.

We draw from a carefully selected network of the world's best perfumers and suppliers. Every supply chain we use is chosen to suit the needs of the space, the brief, and the client.

At Viveur, we make thoughtful decisions - for people, for place, and for the enduring beauty of the spaces we scent.


VIVEUR
MASTER THE INVISIBLE