**A SWISS LUXURY HOUSE**

**SINCE 1931**

**PAST – PRESENT - FUTURE**

**A MAN AND A DREAM (PROLOGUE)**

On the shores of lac Léman, Paul Niehans walks with purpose. Under the spell of the eternal mountains that surround him, the silence and serenity that reigns amidst these grandiose ranges inspire him. He dreams of the day he will unlock the secret of time.

In the early 1920s, established as a surgeon in Montreux, questions on the life of the living body, the life of the spirit and the question of the soul haunt him. In a few years’ time, he will find the answer. This will be the genesis of cellular therapy.

Stars, science and philosophy come together in a harmony created at the dawn of time. The indomitable will of this incomparable Swiss doctor will do the rest, inspired by nature and stimulated by a rich culture.

**CLINIQUE LA PRAIRIE: HOME OF CELLULAR THERAPY**

The young doctor comes to realise that cells die much faster than the rest of the organism. He has a brilliant intuition: one must use fresh cells to repair damaged ones – regenerating like with like.

Dr Niehans has a clear vision – to restore vigour and vitality using fresh cells. Every civilisation has dreamt of eternal youth, but no one has ever worked so closely with the active substance. Ever conscious of nature’s beauty and virtues, he is convinced that the key to the preservation of life lays therein. Protecting the natural world becomes a priority for the doctor; he sees it as the very source of eternal youth and beauty.

With promising advancements in his research, the prophesy has become reality: cellular therapy is born. In his bold pursuit, Paul Niehans has transcended a timeless dream: ‘Not only to add years to life, but to add life to years.’

Dr Niehans allots his days to experimenting in his laboratory, endlessly finetuning his research on cellular therapy. The injection of fresh cells into an ill or weakened organ sparks the miraculous process of revitalisation and regeneration. The results obtained through cellular therapy are stunning. Over several years, more than five thousand patients will benefit from Dr Niehans’ treatments.

Success is complete, his determination rewarded. He decides to publish and share the results of his research and practice. Several of his works are published, including Introduction to Cellular Therapy, followed by The Cell, Giver of Life. His intellectual pursuit takes flight.

**PIVOTAL ENCOUNTERS**

Clinique La Prairie is a unique and secluded place. Its secret of rejuvenation is well kept. Only a happy few have access to its confidential location.

Yet one event above all others will bestow an aura on the clinic and its doctor – the healing of Pope Pius XII.

In February 1954, Dr Niehans is urgently called to the Vatican – Pius XII’s state is critical. Doctor Niehans will spend eight weeks at Castel Gandolfo, and will return as often as necessary. In 1955, Pius XII – fully regenerated – names Paul Niehans a Member of the Pontifical Academy of Sciences. From that day on, Paul Niehans moves into the world’s spotlight and his reputation takes on an international dimension.

Subsequently, public figures and celebrities flock to his clinic. It marks the dawn of a new era for the establishment, and worldwide renown. Despite this new-found attention, the strict standards of discretion enjoyed by the guests will remain uncompromised.

Foremost among these guests are heads of state and royalty. They come to Montreux to rest and rejuvenate.

Yet it is with artists, authors, musicians and actors that Paul Niehans feels most at ease: Georges Braque and Pablo Picasso, Noel Coward and Somerset Maugham, Miles Davis and Igor Stravinsky, Marlene Dietrich and Greta Garbo. Consequently, the clinic becomes the hub of an artistic effervescence that Doctor Nie­hans particularly enjoys.

**CELLULAR THERAPY MEETS SKINCARE**

Upon his death in 1971, Dr Niehans bequeaths to his successors at Clinique La Prairie a treasure trove of unique medical and rejuvenation knowledge. One of his last developments is a topical cream offered to guests upon their departure from the clinic.

A complete skincare regimen quickly follows in 1978. The craft of skincare formulation emerges as a new vocation, and the skincare House of La Prairie is born.

The new formulas include stabilised fresh cells. They are directly inspired by Dr Niehans’ work on cellular therapy and created thanks to the clinic’s decades-long experience. They represent a breakthrough in skincare, a direct legacy from the clinic’s expertise in cellular therapy. The proprietary cellular extract used in these early creations of the House is the first generation of La Prairie’s Exclusive Cellular Complex, the House’s unique science signature.

Unchanged since 1978, the question is then raised a few years later: can La Prairie’s cellular extract be improved further? The scientists set to work, exploring new bioengineering innovations that will allow the House to develop a cellular extract that pays tribute to its origins in cellular therapy while respecting nature. They succeed in creating a bioengineered cellular extract. Renamed ‘Exclusive Cellular Complex’, the cellular extract becomes the new guardian of the skin.

Due to its unique composition and proven results, the Exclusive Cellular Complex receives its first patent in 1998, which is renewed in 2018, thanks to new testing and analysis capabilities. The most exciting facet of the Exclusive Cellular Complex is, perhaps, that there still remains so much to discover about it.

In addition to the formula and patented technologies, La Prairie uses three separate laboratories to ensure that the Exclusive Cellular Complex remains a secret. No single laboratory technician or chemist knows the exact composition.

**SKIN CAVIAR: FROM SCIENCE TO ART**

Determined to maintain the momentum of the scientific trajectory of La Prairie and stay true to the spirit of the House’s founding figure, Dr Paul Niehans, the House encourages audacious innovation. Taking their cue from Dr Niehans’ audacity, the scientists at La Prairie question what other riches the source of life might contain. Their attention is naturally turned to that other nucleus of life, the egg. Caviar is considered the height of sophistication. The link between life-giving potency and refinement is intriguing. With time, the researchers’ intuition will be rewarded: replete with the richest nutrients, caviar proves to be beneficial to the skin. When the House of La Prairie launches the Skin Caviar Collection in 1987, a new breakthrough in the world of skincare emerges.

While the science team pursues their exciting discovery, the House of La Prairie explores the art world, seeking inspiration. It is an encounter with the artist Niki de Saint Phalle that will leave an indelible mark on the House.

In 1982, she creates a fragrance in her name. The design studio she works with happens to share its office space with La Prairie. For the artist, the emblematic cobalt blue used in her work symbolises femininity, boldness, strength and serenity – the very same attributes as those of the future Skin Caviar Collection. From that moment, La Prairie embraces the power and elegance of a distinctive shade of blue. It creates a bridge between the pursuit of the artist and that of the House. Niki de Saint Phalle becomes a key figure for the collection by bringing this singular colour to the House of La Prairie. Cobalt blue will for evermore be the emblem of the art and science of La Prairie.

**CRAFTING ICONS: FROM SWITZERLAND TO THE WORLD**

With Skin Caviar, the House of La Prairie ignites a revolution in the world of skincare. It is a master stroke, combining nature, science and art.

Then, nearly twenty years after the outstanding success of Skin Caviar, the scientists at La Prairie turn to other natural sources of inspiration.

Immutable rare platinum – nature provides the House with the precious metals to enhance the rejuvenating powers of the Exclusive Cellular Complex. La Prairie first launches The Radiance Collection in 2006 and shortly thereafter, Platinum Rare Cellular Cream.

The painstaking research that follows scientific breakthroughs, formulas engineered to provide elaborate sensorial experiences, vessels worthy of the most precious elixirs – the House of La Prairie conceives its creations through the lens of beauty.

Inspired by nature, mastered by science and elevated by culture, La Prairie develops the most complex savoir-faire driven by a spirit of innovation and the pursuit of timeless beauty. The House’s creations live on as timeless icons sent out from Switzerland into the world. Dr Niehans’ legacy is perpetuated.

**PERPETUATING THE LEGACY**

Those Swiss waters that nourished Dr Niehans’ body and lifted his spirits in his youth provide the life source at the heart of La Prairie’s Caviar Science. The peaks he ascended as a young man, pushing the boundaries of his own limits to reach for the stars above, are the same eternal peaks that inspired the House to look to the cosmos – where time is suspended – and its gift of platinum that infuses the Science of Haute-Rejuvenation. The singular light reflecting off the shimmering surface of lac Léman that Dr Niehans contemplated from the windows of his study is the same extraordinary light that La Prairie’s scientists seize and bring to the skin with their Science of Light. The warm glow of the setting sun on the mountains observed by Dr Niehans from the clinic terrace inspired La Prairie to capture the effect with the Pure Gold Diffusion System.

Inspired by nature, yes. Driven to master science, certainly. Yet these two essential influences were not all that informed the House's quest. In pursuing the philosophy of its founder, La Prairie recognises that an open mind, a spirit that welcomes the emotional, the transcendental, is one that is truly free to explore. The House has therefore decided to engage with the foremost thinkers in the worlds of science and art. Culture elevates us all, allowing us to push open the doors of creativity.

The artistic influences that infuse the House are all linked by singular threads: audacity, aesthetics and the purpose of time. La Prairie imbues that philosophy into everything it does. Audacious design aesthetics, as expressed in La Prairie’s timeless vessels conceived in the spirit of Bauhaus and Minimalism; the oasis of serenity and refinement of the boutiques and Art of Beauty spaces where time stands still: they form the tangible bridge between the House’s esteemed past and its thoroughly contemporary pursuit. La Prairie’s vision of timeless beauty – inspired by nature, mastered by science, elevated by culture – is above all an audacious and forward-looking one rooted in a rich legacy.

**PROMOTING ART, PRESERVING NATURE, EMPOWERING PEOPLE.**

Throughout its existence, the House of La Prairie has taken inspiration from nature and art to nurture its scientific researches and elevate the universal experience.

Today, La Prairie continues to remain faithful to its origins and creates new connections with the art world and its various representatives, whether art fairs, cultural institutions, established artists or emerging talents.

In 2017, La Prairie established a partnership with Art Basel, the world’s leading contemporary art fair, developing a unique artistic collaboration for each of its edition. This was followed by a partnership with Shanghai’s West Bund Art & Design Fair the same year and Frieze Art Fairs in 2021.

Reflecting its core values, the artworks commissioned by the House are at once intimate and universal, authentic and memorable. Several collaborations have been undertaken through cartes blanches commissioned by the House. In particular, Mario Botta (Switzerland), Chul-Hyun Ahn (Korea), Pablo Valbuena (Spain) and Carla Chan (Hong Kong). The artistic works conceived for La Prairie can be seen as chapters of a single story, all of them offering an original perspective on the House’s vision of beauty. A commonality emerges: that of Time.

In 2020, La Prairie announced a two-year patronage of Fondation Beyeler’s - the iconic Swiss cultural institution - Piet Mondrian Conservation Project. A meaningful collaboration for the House whose design aesthetics have been deeply influenced by the renowned artist. In 2021, La Prairie announced the lead patronage of Niki de Saint Phalle's most substantial U.S. retrospective exhibition at MoMA PS1 in New York. Through this patronage, La Prairie honours Saint Phalle’s audacious and visionary feminist spirit – her defiance of social norms and her willingness to break the codes both in her personal life and work.

The pioneering spirit that is the very nucleus of the House’s origins continues today as La Prairie aims to infuse the next generation of designers with the thinking needed to create real change. In partnering with the École Cantonale d’Art de Lausanne (ECAL) to promote its students in curated design and sustainability initiatives, the House brings its legacy into the future.

By taking inspiration from the codes and values of contemporary artistic movements, La Prairie seeks to transport those who enter its world to a place where time stands still, a place where beauty – like art – transcends the ages. The cultural initiatives of La Prairie follow the same aim to support women artists, the young generation of creative talents and preserve what is beautiful for the generations to come.

The House elevates and enlightens the world in which we live by sharing art – by sharing beauty. Pursuing its empowering ethos that was seeded more than 90 years ago, La Prairie aims to make an impact on those who enter its world.

Yet for the House of La Prairie, beauty is not only aesthetic; it includes nature and consequently the importance of preserving it. In 2021, a long-term partnership with the Department of Glaciology at the Swiss Federal Institute of Technology in Zurich (ETH Zurich) was signed to help protect not only the natural beauty of La Prairie’s local environment, but of that beyond Switzerland’s borders, preserving its resources for generations to come – from Switzerland to the world.

Nature is a source of inspiration for art. Art elevates people. People are at the service of beauty. For La Prairie, the bond is sealed.

**HOLD TIME IN YOUR HANDS (EPILOGUE)**

Born of magnificent Swiss landscapes as ancient as the world itself. Driven by a scientific quest to shape the hours of life’s tempo. Elevated by a deep-seeded aesthetic culture that transcends the ages. Nourished by a singular, feminine vision of enduring beauty. La Prairie has made time – with its intricacies, its mysteries, its treasures – the pursuit of the House.

From the pristine shores of lac Léman, from the artistic effervescence of Montreux, from Clinique La Prairie, a haven of rejuvenation: the dream of founder Dr Paul Niehans takes flight.

Driven by 90 years of Swiss cellular science that culminates in the Exclusive Cellular Complex.

Enhanced by precious ingredients – Swiss caviar, eternal platinum, radiant gold.

Inspired by traditions of craftsmanship and a thoroughly modern aestheticism.

Propelled forward by an inherent precision, an uncompromising excellence, a pioneering spirit.

Expressed through a desire to preserve the nature of the land of its origins.

Skincare creations that fuse the past, present and future contained in exquisite vessels, infused with a Swiss vision of beauty.

This pursuit – this purpose – moves us forward to break time’s constraints, to breathe new life into time’s course, to conspire with it to master it. La Prairie recasts a woman’s intricate bond with time, empowering her to hold it in her hands.

**A NEW BRAND IDENTITY**

The logo is the reflection of La Prairie’s soul.

It embraces the values, the story, the heritage of the House to the world .It is speaks for the brand and represents who we are, and who we will be tomorrow. It is speaks to our House’s evolution.

Our logo is inspired by our first visual expression from the Clinique La Prairie of the 1930s: an elegant logo in streamlined capitals. The signage at the door of the clinic was designed using an original typography inspired by the Art Deco movement that was the leading aesthetic of the time. In fact, in Montreux, some of these iconic Art Deco signages still exist today. They bear witness to an avant-garde period of artistic effervescence.

In the 1970s, our La Prairie logo was designed using a typography called Helvetica. Today, Helvetica is known as Helvetica Neue, and it is more than simply a font. Created in 1960 in Zürich by typeface designer Max Miedinger, the font is a symbol of cutting-edge Swiss design, a masterpiece to which museums dedicate exhibitions all around the world.

La Prairie has chosen to not only maintain our Swiss heritage but to celebrate it, taking inspiration from Helvetica Neue and evolving it with a contemporary reimagination. The letters of our original logo have shifted from lower case to all capitals, giving it more status and desirability. The design is sharper, more architectural, easier to read. It is aligned with the world in which we live.

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