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Free Persephone: A New Fragrance Day Spa and Beauty Concept Store

Posted By *Kasia Dietz* On Oct 12, 2015 @ 12:56 am In Lifestyle, Spas | [No Comments](#)



[1]

Free Persephone/ credit Nathalie Baetens

Paris is a cosmopolitan city, attracting expatriates from around the world. But when it comes to chic meeting spots for smart, savvy newcomers to commingle, there's a lack of options outside of bars and cafes. Ex-New Yorker Lauren Creecy took matters into her own hands by creating a novel concept, Paris's first Fragrance Day Spa, Free Persephone ^[2].



[3]

Free Persephone/ credit Nathalie Baetens

Lauren arrived to Paris 15 years ago with a nose for scents, having worked in the perfume industry for as many years. Her long-term dream was to channel her olfactory expertise to create an inviting environment where women (*and men*) can feel at home. Inspired by her mom's eternally uplifting mindset, Lauren spent years creating four personalized fragrances in Grasse, the historical heart of French perfumery. These scents evoke "*four liberated, international, and colorful women, at once individuals, yet united.*" These perfumes found a home in Lauren's relaxed yet stylish 150m² space, when her dream became a reality in September 2015.



[4]

Free Persephone/ credit Nathalie Baetens

Whether making new friends over tea and cake, baked by local suppliers, or catching up with old friends over a manicure, this is the perfect setting to meet and mingle, just steps away from shopping destination Le Bon Marché.



[5]

Karen and Lauren at Free Persephone/ credit Nathalie Baetens

With an enticing array of spa treatments, I chose the *Luxury Spa Pedicure* which included a heavenly back, shoulder and head massage. After soaking my feet in a lavender milk bath followed by a homemade sugar scrub, my expert beauty therapist painted my toes a vibrant shade of red using organic PritiNYC polish. Even on a gray Paris afternoon, I felt the lightness of spring in the air. The perfect sensory escape without needing to leave the city!




[6]

Free Persephone/ credit Nathalie Baetens

While sipping on an herbal tea, feeling blissful from head to freshly-painted toe, I asked Lauren how she chose the name. *“Like Persephone, the ancient goddess of spring who continuously breaks free from Hades releasing springtime from winter’s cold embrace, the Free Persephone brand empowers women— who may need a little help today to escape from the “wintery underworld” of life’s daily grind—to re-find “spring” any time of the year.”*

Already, I couldn’t wait to return and began plotting my next beauty treatment, and who would be joining me.

ersephone
PARIS



RY DARLING
Parfum

1.7fl.oz

Free Persephone
PARIS



MAYFLOWER BRAHMIN
Eau de Parfum

e 50ml 1.7fl.oz

Free Persephone
PARIS



INGÉNUÉ MISTRAL
Eau de Parfum

e 50ml 1.7fl.oz