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SANCTUAIRE DE FLEURS

Legacy Worn in Fragrance.

SANCTUAIRE DE FLEURS Installs Signature Scent for Shaw Temple A.M.E. Zion Church

Luxury Fragrance Maison Composes CHOSEN for the Largest A.M.E. Zion Congregation in Georgia; Introduced to the Congregation on Mother's Day 2026

ATLANTA, Ga., May 2026 — Fragrance has lived inside sacred spaces long before the modern fragrance industry existed.

In May 2026, SANCTUAIRE DE FLEURS installed an original signature scent for Shaw Temple A.M.E. Zion Church in Smyrna, Georgia, the largest A.M.E. Zion congregation in the state. Named CHOSEN and composed with cedar, bergamot, sweet orange, lilies, and softened rose, the fragrance was introduced to the congregation on Mother's Day, Sunday, May 10, 2026.

This was not a product launch. It was a commission.

The vision originated with Reverend Eldren D. Morrison, Senior Pastor of Shaw Temple. After experiencing the atmospheric impact of fragrance in another institutional setting, Reverend Morrison believed Shaw Temple deserved a signature scent of its own. That vision ultimately led to Serene B. Hollingsworth, Parfumeuse de Vérité and Founder of SANCTUAIRE DE FLEURS. What followed was a period of consultation, composition, testing, and installation. Commercial fragrance diffusers were installed throughout key areas of the sanctuary and surrounding spaces. CHOSEN was composed to prepare the atmosphere for worship, reflection, reverence, comfort, healing, and gathering.

Shaw Temple belongs to the African Methodist Episcopal Zion Church, founded in 1796 and known throughout its history as America's Freedom Church. Its legacy includes Harriet Tubman, Frederick Douglass, and Sojourner Truth, and spans the Underground Railroad, the abolitionist movement, and the American civil rights era. Shaw Temple is the largest A.M.E. Zion congregation in the state of Georgia.

“I am incredibly impressed by her expertise and her ability to turn our church's vision into reality. These fragrances play a vital role in creating a warm, welcoming atmosphere for our congregation.”

Reverend Eldren D. Morrison, Senior Pastor Shaw Temple A.M.E. Zion Church, Smyrna, Georgia

“Fragrance has lived inside sacred spaces since the earliest pages of scripture. To compose the signature scent of a congregation whose spiritual lineage reaches the Freedom Church and the men and women who shaped this nation's conscience is among the most profound commissions a perfumer can receive. Shaw Temple trusted me with something sacred. I did not take that lightly.”

Serene B. Hollingsworth, Parfumeuse de Vérité Founder, SANCTUAIRE DE FLEURS

Each institutional fragrance installation composed by SANCTUAIRE DE FLEURS is exclusive to the institution for which it is created and will not be duplicated. No two commissioned signature scents are the same. Before a single note is composed, the question asked is always the same: what must this fragrance do in this space? For Shaw Temple, the answer was clear. CHOSEN does not decorate the space. It consecrates it.

For media inquiries: media@sanctuairedefleurs.com · 404-706-4401 · sanctuairedefleurs.com/media-inquiries

ABOUT SANCTUAIRE DE FLEURS

SANCTUAIRE DE FLEURS is a luxury fragrance Maison founded by Serene B. Hollingsworth, Parfumeuse de Vérité, Perfumer of Truth, in Atlanta, Georgia in 2023. The Maison composes Extraits de Parfum at full concentration, authored through the stories, legacy, and lived experience of Black women. Featured in The Wall Street Journal in March 2026, SANCTUAIRE DE FLEURS was built from conviction, authored from truth, and holds permanence as its only standard. sanctuairedefleurs.com

ABOUT SHAW TEMPLE A.M.E. ZION CHURCH

Shaw Temple African Methodist Episcopal Zion Church, located at 775 Hurt Road SW, Smyrna, Georgia, is the largest A.M.E. Zion congregation in the state of Georgia and a cornerstone of the greater Atlanta metropolitan community. Founded in 1890, Shaw Temple is a congregation of the African Methodist Episcopal Zion Church, established in 1796 and known as America's Freedom Church. shawtemple.org

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