



GALERIES LAFAYETTE PARIS HAUSSMANN WELCOME IEVA AND ELÉNATURE FOR A UNIQUE EXPERIENCE ...

From November 19th, come and experience the IEVA experience in an ephemeral corner located on the ground floor of the legendary Grand Magasin Parisien....

From November 19th, 2019 to February 2, 2020, in the beauty section, discover the new brands:

- . IEVA and its Twin-C smart piece of jewelry to take care of you and live better,
- . Elénature and its vegan, natural and Cosmebio labelled hair care products for the beauty of your hair.

IEVA is the fusion of the most prestigious French know-how: high-precision technology, artificial intelligence, craftsmanship, luxury and beauty.

IEVA has created Twin-C, the smart piece of jewelry that measures real-time environmental stress; it provides real-time data on outdoor and indoor pollution, UV, temperature and humidity, noise, brightness, and your activity. Connected to the IEVA mobile application, Twin-C jewelry users have access to personalized recommendations formulated by experts (doctors, nutritionists, researchers) according to their own environmental measures to ensure their well-being, adapt their diet and preserve his beauty.

Convinced that everyone's well-being depends on harmony with the environment, IEVA has created Elénature, a technical brand of entirely organic, natural and vegan hair care products. Elénature is respecting hair with a range of treatments with green formulas, unique fragrances and pearly textures. Elénature also means respect for the environment with responsible and sustainable manufacturing processes. Elénature is an organic haircare brand that combines sensory pleasure, well-being and efficiency.

« IEVA is the convergence of cosmetic expertise and technological mastery. It is a new way of understanding our well-being and the world around us. It also means providing consumers with the most innovative solutions and new experiences.

For the deployment of IEVA in the beauty and fashion segments, of watchmaking, jewelry and accessories, it is only natural that we have chosen Galeries Lafayette, which for 120 years has been dedicated to make each visit a unique experience and to offer a selection of innovative and premium brands,»

says Jean Michel Karam, President and Founder of IEVA.



“Take care of you
Contribute to the future of the Planet,
Join the IEVA movement”

Live the IEVA experience!

Download the IEVA app on



IEVA is available on ieva.io, IOMA Shop, Beauty Success, Marionnaud, FNAC and Darty.
is available on elenature.com, vegan-place.com, Boutique IOMA, Beauty Success, Marionnaud.

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