

# How to pronounce L'Occitane, Oribe, Shiseido and more beauty brand names

*Master beauty speak with Bazaar's phonetic guide to commonly mispronounced brand names*

By **Bridget March** Apr 30, 2018



From the brand names that are intended to start conversations (way to go, Ouai), to the ones that require A level French execution (Biologique Recherche, we're looking at you), many popular products can catch out even the most beauty astute amongst us. To ensure you're talking the talk correctly, swot up on *Bazaar's* complete guide to beauty brand and fashion house fragrance pronunciation. Practice makes perfect...

**Aesop:** ee-sop

**Anna Sui:** anna swee

**Annick Goutal:** an-EEK goo-tal

**Aveda:** ah-vay-da

**Avène:** ah-ven

**Balenciaga:** bah-len-see-ah-gah

**Batiste:** bat-east

**Biologique Recherche:** bee-oh-loh-jeek reh-shersh