

Trends for Summer 2009

**Fruity
Exotic
Cocktails**

Web Fragrances Newsletter n° 18 - FEB 09

By **Nathalie PICHARD** Fragrance Evaluator
06 64 13 47 69



Lulu Rose by LuluCastagnette Parfums (Lorience Paris)

Aimed at romantic women, this new glamorous fragrance will complete the brand's « Lulu » collection in February, in selective perfumeries.

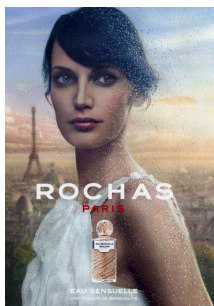
Trio **Mathilde Bijaoui, Karine Dubreuil and Laurent Bruyère** from **Mane** created this new opus around a fresh rose note: a *fresh and delicate floral and fruity fragrance with notes of apricot, violet, rose and sensual undertones thanks to amber and woods.*

For more info: www.lorience.com

Hémisphère Sud by Comptoir Sud Pacifique

Created by **Véronique Dupont** from **Azur Fragrances France**, the fragrance has been imagined like a travel. Leavings and landings, profiles and shadows. The bustle of departure and the vigour of desire. *A touch of Indian Black Pepper exalted with the freshness of orange from Brazil. A floral heart of serenity with lotus, an ocean breeze. Amber and musks accompany the softness of vanilla.*

For more info : www.comptoir-sud-pacifique.com



Eau Sensuelle by Rochas (P&G)

Created by recently new perfumer in-house **Jean-Michel Duriez** **Eau Sensuelle**, housed in the same bottle as Eau de Rochas launched in the 70's, is the new interpretation of the famous citrus chypre Eau de Rochas. It offers a sultrier and more exotic twist, with *fruity accords featuring notes of blood orange, bergamot, mango and hints of dried fruits in the base. Other notes include pink pepper, Indian jasmine Sambac, orris, and white musk.*

Ideal for summer in a big splash.
Available in April 2009.

Little Kiss Cherry by Salvador Dali (Cofinluxe)

After Little Kiss launched in 2008... Springtime 2009 : It's the time of white apple trees and cherry blossoms so light and airy that a puff of air sends the flowers adrift on a soft breeze. This delightful image of blossoming cherry trees in a harmonious, imaginary garden is the source of inspiration for Little Kiss

Cherry created by **Emilie Bouge** from **Charabot**. *A fresh floral citrus woody fragrance with yuzu, lemon, litchi pulp, cherry, camellia, magnolia, musk and rice powder.*

Available in April 2009 on the international market.

For more info : www.parfums-salvadordali.com



Upcoming Summer Editions

Ocean Lounge by Escada, Green Tea Exotic by Elizabeth Arden,
AmorAmor Sunrise by Cacharel, Kate Moss Summer Time by Kate Moss...

New Launches

Fashion

Ready to wear

Car

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Zadig et Voltaire and Le Labo NY

French fashion label Zadig et Voltaire founded by **Thierry Gillier**, whose basic tenet is to provide "affordable luxury" will launch their first personal fragrance with the help of niche perfume house **Le Labo NY**. The house already has a line of scented candles. The new fragrance is titled **Tome 1 La Pureté** (Volume 1 - Purity). As its name indicates it is the inaugural episode of an olfactory narrative that will be developed over the course of time .

The composition is said to rely on notes of patchouli, orange blossom, almond, vanilla and white musk.

The bottle, in keeping with the bookish thematic, is packaged in a box made to look like a tome.



Cadillac Fragrances by Beauty Contact

Founded in 2002 by Alwyn Stephen, Beauty Contact is a Dubai-based company. The license has been signed with General Motors USA.

The fragrance design was inspired by the bold and pioneering Cadillac imagery, according to Paris-based designer **Pierre Eisenecker**. The line is set to rollout worldwide in May 2009, shipping will start from end April 2009 out of New Jersey, according to Beauty Contact.

The fragrance, developed by **Constance Georges-Picot**, contains top *notes of grapefruit and camomile, followed by a mix of geranium, tarragon and cinnamon in the heart. It then dries to reveal bottom notes of ebony, sweet spice, vetiver and incense.*

Valentino by Valentino (P&G)

Procter & Gamble Prestige Products (P&G) is launching a new women's fragrance under the Valentino license.

The aldehydic floral, light rose scent was developed by the P&G fragrance creation team in collaboration with **IFF**.

A modern aldehydic floral with fresh facets of sparkling pomelo, juicy pear blossom and magnolia. It then fades into a heart of sensuous orange flower, contrasted with softly feminine mimosa and violet leaves. The base notes feature a perfume note of rice vapor as well as heliotrope and vanilla orchid.



Pure Black by Mandarin Duck (Idesa Perfumes)

The brand have launched a new fragrance for men created by **Firmenich perfumer, Nathalie Lorson**, and is the second masculine fragrance from the company.

Mandarin Duck Pure Black contains notes of *Indian pepper, bergamot, tangerine, tonka beans, tobacco, Tahitian Tiare flower, orange flower, Mysore sandalwood, green cedar and Madagascar vanilla.*



New Launches

Celebrity

Harvest

Olfactory exercise

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Chic by Celine Dion (Coty Prestige)

The pop singer will launch *Chic* for Women this April, her sixth major scent. The new fragrance is "meant to convey sophistication and Celine's evolvment into high-fashion looks".

Chic was developed by perfumer **Patricia Choux from Symrise** and includes notes of *aquatic greens, watermelon, peony, drenched gardenia, lotus flower, green violet, blond woods, sandalwood, amber and musk*

Halle by Halle Berry (Coty Prestige)

Actress Halle Berry is to set to launch her own perfume. A woody oriental, with *bergamot, fig leaves and pear blossom, freesia petals, hibiscus flower and a new-sounding accord or molecule, Ultra Mimosa, sandalwood, driftwood, cashmere musk, olibanum absolute, and sensual amber.*

Signed by IFF.

To be launched in March.



Givenchy Harvest 2008

Amarige Ylang-Ylang 2008

Organza Fleur d'Oranger 2008

Very Irresistible Rosa Damascena 2008

Ange ou Demon Jasmin Sambac 2008

Launched on the market in March 2009, the fragrances of this collection are the best variations of the *most famous fragrances composed of the highest quality harvests of flowers from various parts of the world. Harvest 2008 brings us flowers from sunny Morocco, India, Turkey and aromas of Madagascar.*

These limited editions are composed of highest quality flowers the essences of which decorate each of the fragrances.



Turtle Vetiver Exercise n° 1 by Isabelle Doyen (LesNez Parfums d'Auteurs)

TURTLE is an open and chaotic network of diverse but interconnecting ideas, people, projects, events, and venues linked by American filmmaker, Michael H Shamberg. **Perfumer Isabelle Doyen's** contribution is a **Vetiver** which she makes in small quantities and constantly changing formulas.

For more info: www.lesnez.com

Fragrant Events

Website
Creation
Auction

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EVENT - 11th of May 2009

GRAND PRIX DU PARFUM 2009 Fragrance Foundation France

The Fragrance Foundation France will soon organise its **17th Grand Prix du Parfum** **Fragrance Foundation Marie Claire** (ex FiFi Award) and launch its first website in the next few weeks. The Prize awards the best masculine and feminine perfumes retailed into the french selective channel, under 4 categories (from selective to very niche and direct retail). Prizes for the best perfume, the best bottle design, the best communication. And this year, for the first time, the vote will be on line by April for professionals of the fragrance industry. Marie Claire, partner of this event, will also award them in its special Prize. Press releases by July.

The event will take place at *La chambre du commerce et de l'industrie de Paris*, on the 11th of May 2009.

For more info (available soon) : www.fragrancefoundation.fr



PRO - CREATION

Les Ateliers de l'Instant by Charabot

A new creative and imaginative workshop for customers has been imagined by Charabot Paris. To discover the new olfactory territories and horizons in which perfumers have been investigating and scouting.

The **Ateliers de l'Instant** drives you in a deep « scentreck » to awake and sensitize all your senses.

No limit for this olfactory exercise.

Just the power of smell and take inspiration from all those very interesting and (sometimes weird) odours that perfumers have tried to master with style and talent.

An educational tool for Charabot to let its natural raw materials express freely their best personalities such as **Malaysian Gurjum Balsam, Haitian Vetiver, Chinese Orris and Osmanthus...**

For more info : www.charabot.fr



*Osmanthus
and Orris from China*

YSL & BERGÉ'S COLLECTION

Marcel Duchamp (1887-1968)'s Belle Haleine *Belle Haleine: Eau de Voilette*

(Beautiful Breath: Veil Water) is the amusing title Marcel Duchamp gave to a work of art that he made - with the assistance of Man Ray - in the spring of 1921. At first glance, it appears to be little more than an ordinary perfume bottle, although readers of French might confuse it with a mouth wash, which, if consumed, would give them, as the label indicates, *belle haleine* (beautiful breath). We now know that in order to produce this work, Duchamp appropriated an actual bottle of perfume issued by the Rigaud Company of Paris in 1915 for *Un air embaumé*, the name given to the most popular and best-selling fragrance the perfumery had produced in its sixty-five year history. ... Story to be continued on www.christies.com

FYI : the bottle has been sold at € 8 913 000 at Christie's !

