

## Fragrance Launches Haute Parfumerie – Collection – Luxury

### Collection Extraordinaire by Van Cleef & Arpels (Inter Parfums)



French jewelry brand Van Cleef & Arpels (VC&A) is set to launch a collection of six exclusive scents for September. The **jewels of this collection** inspired by Flowers and Garden, is of course **the raw materials**, without any restriction of price and naturals. The fragrances are structured, highly qualitative, solar, sensual, fresh, sweet or spicy. The scents come in luxurious bottles that are signed. Available in limited worldwide distribution in September in VC&A boutiques, selective perfumeries and department stores, in 400 outlets in France.

6 fragrances (edt) created by Givaudan and Symrise



- Muguet Blanc by **Antoine Maisondieu** (Givaudan)
- Lys Carmin by **Nathalie Cetto** (Givaudan)
- Gardénia Pétales by **Nathalie Feisthauer** (Symrise)
- Orchidée Vanille by **Randa Hammami** (Symrise)
- Bois d'Iris by **Emilie Coppermann** (Symrise)
- Cologne Noire by **Marc Buxton** (Symrise)

### Les Heures du Parfum by Cartier

Another french jewelry Parfums Cartier will introduce a collection of **5 high-end fragrances**, called **Les Heures du Parfum** this fall 2009 in the US saying that "*The inspiration came from the fact that memory is always linked to time*" and that the sense of smell is intrinsically linked to memory. A step-down from their high-luxury activity of **bespoke fragrance** led by in-house perfumer **Mathilde Laurent**. Cartier see the new collection as "*a really haute collection of fragrances for connoisseurs.*" Selectively distributed of course.  
Source : TheScentedSalamander



### Anthology by Penhaligon's



The four fragrances in the Anthology collection are fragrances from the company's archive that had previously been discontinued: **Extract of Limes, Eau de Verveine, Night Scented Stock and Gardenia.**

The relaunch was overseen by **Bertrand Duchaufour** in-house perfumer for Penhaligon's sister-company L'Artisan Parfumeur. The anthology will **consist of 12 fragrances**. The first four are launching this coming June with four more released in 2010, and the final four in 2011.

All four scents are available from Penhaligon's stores and the website from June. Bertrand Duchaufour has also created a brand new feminine fragrance for the company which debuts in September.

## Fragrance Launches

### Combining fragrances – Traditional - Stretching

#### Hollywood Stromboli 1950 by Parfums 137



Following the first *Nara 1869* in Orient, the new story takes place between Hollywood and Sicily with Betty, a young perfumer in the 50's.

**Corinne Cachén** (Drom) signed three main blends called **Spearmint, Immortelle and Myrte**. Despite their simple names, the building-block perfumes are not one-note compositions, but blends. Parfums 137 follows the principles: "1 is for a story, 3 for the already mixed essences, and 7 for playfulness." You are invited to layer the scents and each possible combination is described in advance in a booklet.

For example, Spearmint + Immortelle is characterized as a "*bold creation, a tribute to freedom*"; Immortelle + Myrte is "*provocative and refined*"

Spearmint + Immortelle + Myrte is "*for a fragrance of timeless elegance.*"

They can also be worn on their own. A kit is available at Le Bon Marché or on the brand's site.

#### Acqua Fiorentina by Creed

Founded in 1760 and passed from father to son since then, CREED has served more than 10 royal houses and the discerning public for 249 years. Indeed, CREED is one of the 100 oldest family businesses in the world. Based in Paris, CREED today is led by the legendary Olivier CREED, sixth generation master perfumer and company chief. Working alongside is his son, **Erwin Creed**, 28, rising seventh generation and future head of the House.

**Acqua Fiorentina** is a delicate floral fruity woody fragrance for women, available this spring 2009. The main notes include *plum, rose, lemon, bergamot, Indian sandalwood and Virginian cedar*.



#### Attache-Moi by Iconofly

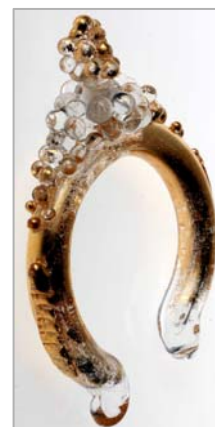
ICONOfly was created in the summer 2006 by **Olivia Bransbourg**.

Originally a cutting-edge publication with each issue focusing on one fashion accessory, ICONOfly has latterly expanded its expertise into the fields of art consulting, events production, brand communication and limited editions.

Signed by **duo Christine Nagel & Benoist**

**Lapouza** (Fragrance Resources), Attache-moi is an amber powder spicy fragrance (now At Le Bon Marché) also available in a 8 piece flask-bracelet conceived by **Serge Mansau**.

For more info : [www.iconofly.com](http://www.iconofly.com)



## Fragrance Launches Fashion - Nostalgia - Bizarre

### Paul Smith Man by Paul Smith (Inter Parfums)

Paul Smith Man arrives in July 2009 in black with yellow and white letters.

The perfume is as spicy as the bottle is black, featuring *yuzu, bergamot, anis, patchouli and incense in the heart, with a modern twist of iris, violet and tonka...* created by **Nathalie Lorson** (Firmenich)



### Scarlett by Cacharel



Cacharel will launch a new women's perfume from mid-July 2009 called Scarlett in reference to an archetypal feminine heroine. The brand wishes to go back to the roots of what made it so successful in the 70's thanks to its fragrance Anaïs Anaïs. The motto will therefore be "*romantic, fresh, and daring*". The bottle was designed by Christophe Pillot.

The perfume, a woody floral musky composed with *jasmine, orange blossom, honeysuckle, citruses, tea leaves, pear, white musk and sandalwood*, was signed by trio of perfumers from Firmenich **Honorine Blanc, Alberto Morillas and Olivier Cresp**.

### Eclat d'Orient by Isabel Derroisné (Yves Rocher)

After *Secrets de Hamman*, inspired by the sensual Northern Orient, Eclat d'Orient is another invitation ... to dive into Extreme Orient. Refinement and traditions of women chinese beauty have inspired

**Karine Dubreuil** (Mane) who signs a floral soft fragrance, composed around *rice and bamboo, with yuzu, freesia, almond blossom, rice powder, muscs and sandalwood*.



### Klubwasser by WienerBlut & Zoa by Parfums Regine's ... at Colette



In the most trendy Parisian concept store Colette, you can find many perfumes as strange as the new Cologne **WienerBlut Klubwasser**, from the Austrian brand Wiener Blut and the **Regine's Zoa Night Perfume** (inspired by a song) launched by Parfum&Beauté.

Perfumer **Emilie Coppermann** (Symrise) composed an *amber powdery floral fragrance* (dancing bottle was designed by Thierry Lecoule and Stephane Ganneau).

## Fragrance Events

### Trends – Niche Workshop – Upcoming scents

#### Cosmetics Inspiration & Creation – 17th of June

Inspiration Breakfast : "Decoding new consumption models" - zoom USA. The Beauty trends specialist, **Leila Rochet-Podvin**, founder of Cosmetics Inspiration & Creation, presents her latest analysis on consumer behavior, deciphers trends and scans innovative beauty products from the US. June 17, 2009 at the Vaoodoo Inspiration space.



Last minute scoop : during this presentation, **Thomas Fontaine**, Perfumer will be presenting his interpretation of the 4 trends presented.

Thomas has signed several fragrances such as Gin Fizz (Lubin), Perry Ellis for Men, Green Tea (Ted Lapidus), Comma (Maürer & Wirtz); His Aura (Van Gils), Chérêche (Alain Delon), De La Riche (Alain Delon), Bakari (Atkinson/O'Coloniali), Orange Blossom (Le Couvent des Minimes)...

For more info (price & booking): [www.inspiration-creation.com](http://www.inspiration-creation.com)

**DECODING**  
NEW CONSUMPTION MODELS

#### Ateliers Haute Parfumerie by Nicolai

« Create your own perfume... », is that possible ?

Nicolai, reknown for its high qualitative perfumes and colognes (composed in the pure tradition, in the parisian lab) offers a new service : a training and creative fragrance workshop.

Two hours for any passionate person to create her own perfume. A discovery of raw materials with a professional perfumer, a specific theme, a bit of stories, a coffee....and the person brings up her personal perfume and its secret formula...in a refined and customized bottle (to be refilled).

For more info : [www.pnicolai.com](http://www.pnicolai.com)



#### Upcoming fragrances

Giorgio Armani will launch Idole d'Armani in September 2009. The new perfume for women is meant as a "a real tribute to femininity, a big thank you to all the women who have inspired over the years".

**Idole d'Armani** is a *spicy floral* developed by perfumer **Bruno Jovanovic** (IFF)

Si Lolita Lempicka  
Boss Orange  
C Klein Free  
Davidoff Hot  
Cologne Hypnose  
Hypnose Senses  
Ricci Ricci



## Fragrance Events

### Fragrance Development – Focus on a perfumer

#### toPNotes by **Nathalie Pichard** Fragrance Development Consultancy

##### *toPNotes*

##### *Sentir et ressentir - smelling and feeling*

Customers, Web Fragrances Newsletter's readers, networkers, suggested to me that I should launch my own Fragrance Development Brand Consultancy.

Here is born toPNotes !

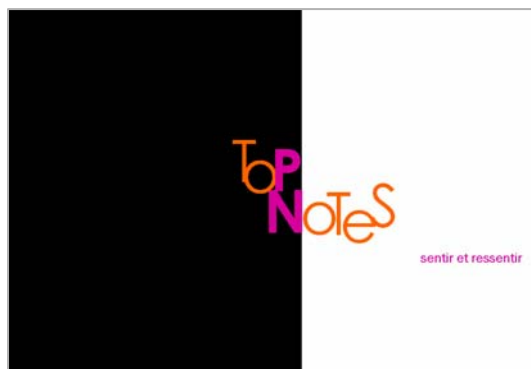
To help and accompany brand marketers and perfumers in the creative fragrance development, in a team and successful spirit, from the brief to the final choice.

Scented projects in Fine, Personal care or Home care, fragrances are always created with the same aim: create immediate pleasure and sensations.

In an overcrowded fragrance marketplace, developers realize the importance of the top notes in a fragrance...it has to seduce the consumer who is searching for something new...

**Know-how, passion and experience since 15 years : let me accompany your personal fragrance project !**

For more info : [nathaliepichard@orange.fr](mailto:nathaliepichard@orange.fr)



#### Focus on a perfumer... **Vincent Schaller (Firmenich)**

**Vincent Schaller** (Firmenich) has recently

created various fragrances such as :

Oud 27 (Le Labo), Tabac Man Silver (maurer & wirtz)

Pink Princesse (Marina de Bourbon), Le parfum (Max Mara),

Kapsule woody (Karl Lagerfeld),

Cèdre ambré (Pierre Cardin), Egeo kiss me (O boticario)

He has signed many celebrity fragrances for Coty.

His favorite raw materials ? cardamom, kaffir lime leaves essence and garam masala (a blend of 14 indian spices).

Original for a Swiss perfumer with a Phd in chemistry !

