

> Relaunch - New design of iconic Opium by YSL

Opium, was as revolutionary in perfumery as le smoking was in fashion.

Original DESIGN by Pierre Dinand

« In 1976, Yves-Saint-Laurent called me. At that time, I was working a lot for him. I would design logos, packages, posters and so on. I was back from a trip in the far East. He wanted to create an oriental perfume, something very sensuous. Yves wanted this perfume to be somehow related to Japan. He dreamt of a perfume that would remind him of his experience with LSD. It had to be very psychedelic. Yves said it made him see fire flowers, candles, red and purple colors. I had an experience with Opium, myself, when I was in Indochina, back in the 1950s. But it didn't affect me at all. So, I chose the colors as a starting point. »



Original design



Inspired BOTTLE : « Then I thought of drawing an **Inro**, one of these tiny case-equipped boxes in which samurais used to store their spices, food and... opium. I chose the gold and purple for the package, while the inro bottle would be red, featuring golden bambu leaves ».

Forbidden NAME : « Yves decided his perfume would be called Opium. Once again, a perfume was named after the bottle. »

Addictive FRAGRANCE :

Opium has been created in 1977 by **Jean-Louis Sieuzac**, *an opulent spicy oriental scent evoking the famous drug, with mandarin, bergamot, lily of the valley ; a heart of jasmine, carnation, myrrh on a base of vanilla, amber, sweet myrrh, and patchouli. plum, hesperides, clove, coriander, pepper, bay leaf, cinnamon, peach, orris, sandalwood, vetiver, opopanax, labdanum, castoreum, incense, musk, and tolu ... the actual version is quite different, lighter, less animal.*

A revolution in the fragrance industry at that time ...with the famous and provocative claim 'Opium, for those addicted to Yves Saint Laurent'. Opium is still ranked in the Top Ten in France and still addictive for some !



New interpretation end of 2009
with a partial 'laquering' and gold enamel, a Heinz Glas's new technology

> Splash Collection by Marc Jacobs (Coty)

The new Splash Collection scents will once again be packaged in luxurious, oversized 300ml glass bottles. As their names suggest, the fragrances are coloured green (Apple), pink (Pomegranate) and gold (Biscotti).

Apple Splash is fruity, fresh, aromatic and energising. Composed by **Givaudan's Yann Vasnier**, it features notes of **apple juice, lemon and grapefruit**, teamed with **rosemary, jasmine, magnolia, coriander and cardamom**.

Pomegranate is said to create a fresh sensation, while capturing the **radiance of exotic fruits**. It was created by **Patty Hidalgo, Fragrance Resources**. Key ingredients – aside from pomegranate – include **mandarin flowers, bergamot, rhubarb, violet, musk, vanilla and amber**.

Biscotti is said to deliver a savoury aroma with a touch of citrus. It was developed by **Richard Herpin, Firmenich**. The juice opens on notes of **freesia, bergamot and orange flower, building to a heart of pistachio blossom and vanilla**.



> Paul Smith Rose Summer by Paul Smith (Inter Parfums)

Paul Smith will launch Rose Summer Edition, a new limited edition fragrance for women, in January.

As with the original Paul Smith Rose and the 2009 Summer Edition, the new fragrance was developed by perfumer **Antoine Maisondieu**,

Givaudan who created a floral fruity scent with **cassis, violet, watermelon, green tea, rose, iris, amber, white musk and sandalwood**.

> Costume National Homme by Costume National

7th fragrance for the Italian brand with the **first masculine fragrance**.

Dominique Ropion, IFF, has composed a masculine fresh and aromatic fragrance with **bergamot, grapefruit, cardamom, clove, thyme, sandalwood, amber and patchouli**... To be discovered at Printemps and Harvey Nichols in 2010

> Incanto Bloom by Salvatore Ferragamo



Ferragamo Parfums presented last Incanto, Incanto Bloom launched worldwide in March 2010, and aimed to represent a more sophisticated element of the Incanto franchise – which has historically targeted a young clientele described as fashionable, charming, sophisticated and metropolitan

Created by **Sophie Labbé, IFF**, Incanto Bloom is **a floral-fruity with grapefruit, freesia, tea roses, champaca, musk and cashmere wood**.

The packaging features the Ferragamo brand's signature Vara bow. The opalescent white flacon, designed by **Sylvie de France**, sports a motif of contrasting black and pink dandelion blooms

> Focus on a Perfumer, Aliénor Massenet, IFF

Since she was a little girl, **Aliénor Massenet** has been loving and smelling perfumes, travelling to discover foreign countries. With a tiny english accent in her voice, Aliénor is that young modern perfumer whom you want to discover. She has been a Perfumer at IFF for the past twelve years and caught the attention of Master Perfumer, Sofia Grojsman who is based in New York. Massenet has worked on a number of products such as: Soaps, candles, toiletries and fine fragrances, she likes creating perfumes in every application. Aliénor signed all Nemo's brand line and the last masculine Moon Safari, but more discreetly co-wrote Diesel's Only the Brave, Viktor & Rolf's Antidote, Lancôme's Trésor Eau de Printemps and ... upcoming Eau de Fleur de Néroli Chloe..

Among her favourite raw materials she likes to work with Rose, Vetyver, ...a special mention to *labdanum* Aliénor uses everywhere in different proportions as a her own signature...



> Focus on Japanese Consumption – Palais de Tokyo with 'Cosmetics Inspiration & Création and 'Voodoo' Tuesday the 8th _ 8.30-10.30

The new attitudes of consumerism and products in Japan! Let's open **Leila Rochet's** shopping bag next week around a breakfast workshop to discover what she brought back from Tokyo. Crisis has changed shopping experience and consumption. Discover her analysis by her presentation about evolution of luxury and trends in Japan, mixing architecture, design, fashion, beauty and advertising

Where ? at the **Nomiya**, the faddish capsular box installed on the roof of the Palais de Tokyo, designed by Laurent Grasso.

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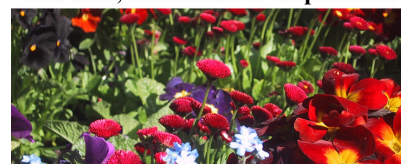
> Perfume Blog : Parfums, Tendances & Inspirations by Nicolas Olczyk

Nicolas Olczyk fell into a bottle of perfume a decade ago...and never came up for air !

An uncle to teach him raw materials and flavors, a graduate in organic chemistry and some professional experiences at Mane, in lab, and 3 years in the perfume retail for Sephora, and Estée Lauder ...Nicolas was ready in 2002 to launch his own company *Rouge Curacao*, specialized in fragrance development and communication.

He also likes writing and has been collaborating since 2003 with Osmoz.com as contributor for all the trends, perfumes launchings in well-documented articles and magazines. Passionate as ever, he just created a few weeks ago **his own blog**, to share his expertise, his passion and knowledge on perfumes. Visit : <http://parfums-tendances-inspirations.com>

Parfums, Tendances & Inspirations



> Fragrances in Cosmetics... for body and soul

Cinq Mondes, Miss Ferling, Maroc Maroc, Condensé, Moss...

Those organic, spa and/or natural cosmetic brands use to pamper and indulge ourselves with fine textures, delicate raw materials, candles ... and relaxing refined eaux de toilette (Eau Egyptienne, Rituals of Pluie d'Arômes by Cinq Mondes). Not surprising that reknown and talented perfumers such as **Jean-Pierre Béthouart (Firmenich)**, **Mélanie Leroux (Floressence)** or **Olivia Giacobetti (Iskia)** bring their expertise and sensitive approach to perfume in this luxury beauty care...

> *Si le parfum m'était conté...* by Annick Le Guerer

The book, prefaced by **Patricia de Nicolaï**, President of **l'Osmothèque**, tells the adventure and the role of the Great Fragrance and Fashion Designers in perfumery, such as mythic brands ; Houbigant, Pivert, Lubin, Poiret, Guerlain, Chanel, Dior, Hermès, Lancôme, Patou, Caron... And major fragrance houses like Givaudan, Firmenich, IFF, or Robertet...

The book written by famous author **Annick Le Guerer** (scent and anthropology expert) is about the creation and the evolution of the unique museum in the world dedicated to perfumes (old and new formulas) : **l'Osmothèque de Versailles in France.**



12 perfumes from the past or earlier, can be re-discovered and 'sniffed' inside the book by scratching them, as they are enclosed by a system of nano-encapsulation. A superb work mixing research, creativity and art.

Ode de Guerlain
Tabac Blond de Caron
Joy de Patou
N°5 de Chanel
Trésor de Lancôme
Miss Dior de Christian Dior

Parfum Royal
Quelques Fleurs d'Houbigant
Bal à Versailles de Jean Desprez
Shocking de Schiaparelli
L'Origan de François Coty
J'ai Osé de Guy Laroche

Aimed at professionals and public, the book will enjoy and teach passionates, about heritage, creations and perfumery.

Available at l'Osmothèque de Versailles and at Editions Garde-Temps from the 17th of december.

> *Lèvres de Luxe* by Jean-Marie Martin-Hattemberg

Lipstick as a pure object of glamour and seduction...

This illustrated and very well-documented book is dedicated to all lipsticks.

Written by collector and expert of the perfumery of 20th century

Jean-Marie Martin-Hattemberg ... who could seduce cosmetic brands to get involved in this particular encyclopedia.



Hollywood, stars, symbolism, history, make up uses, colors, mythic brands (Chanel, Revlon, Rochas, Guerlain ...), women anticipation, JMMH reveals all the secrets of this fascinating object of desire on a tiny light tone, a welcome gift to offer... at this end of year tinted by crisis and low moral.

Guess when and where was invented the first lipstick ... Read the book to find out the answer...!

Fore more info : cecile@observatoire.fr

> *Marques de Luxe Françaises* by Jean Watin-Augouard

A new book aiming to shed further light on the contribution of French luxury brands to the national patrimony and economy was released in October 2009. The work features 135 brands (Perfume brands, jewellery brands, but also Hédiard, Cristallerie de Saint Louis, Ladurée, La Tour d'Argent, George V Hotel, Roger Vivier etc. as the diversity of the fields of luxury in which the French traditions of craftsmanship express themselves)

The study is entitled **Marques de luxes françaises** by author **Jean Watin-Augouard**. Watin-Augouard is a specialist of the history of brands and founder of Trademark Ride Available at Edition d'Organisation and www.eyrolles.com, www.fnac.com.

Thanks to Marie Hélène Wagner's « the Scented Salamander » blog

