

Fragrant Launches What's up ?

by Nathalie PICHARD
Conseil en Création
et Développement Parfum

> Van Cleef & Arpels pour Homme, Homage to Gainsbourg



Wink to Gainsbourg who used to wear **Van Cleef & Arpels Pour Homme**. To pay tribute to the singer Serge Gainsbourg, the brand launches a new packaging...

This *woody leathery chypre* created in 1978 by **Louis Monnet** just after First, is still very sexy and modern.

> Arabian nights : Rose Oud & 'L'Oeuvre au Noir' Spray Kit Collection by Kilian

Inspired by orientalism and oud, Kilian launches a new fragrance after Pure Oud: **Rose Oud**. Turkish and Grasse Roses wrapped into Oud, precious as Gold. **Calice Becker** created this mysterious dark, animal, woody and ambery feminine fragrance with rare raw materials. *Incense, Amber and Musk will complete this Oud exceptional olfactory trip.*



To follow up with the launch of a unique box of 8 edt sprays to discover in once, the first Kilian l'Oeuvre Noire's collection dedicated to all connoisseurs.



> (Untitled) by Maison Martin Margiela (L'Oréal)



Exploring a green, natural, and simple guideline. It has to be an olfactory shock, followed then by a asensual background. Untitled : right to the point, singular, pragmatic, for anybody who wants to wear it.

No code, no reference. The white page for the creator Martin Margiela who asked to Fabien Baron to design this generic, pure, yet delicate bottle, inspired by emery classic bottles used by perfumers in fragrance laboratories.

Daniela Andrier signed this first Maison Martin Margiela's new fragrance in the same spirit : *Green* as the color of the juice to express this alliance of simplicity and sophistication.

Available in exclusivity at Colette and then, in 2 steps, in department stores by March and April 2010.

> [Eau de Sourcellerie] by Garancia

'Eau ressourcellante', between perfume and skin care. As magic as the name, this new body splash claims anti-age and antioxydant benefits ! Composed of eternal ingredients such as *everlasting flower, patchouli, cistus and myrtle*, this alcohol-free water is used as an eau de parfum, aimed to awake the senses and youth of the skin. French Laboratory Garancia has launched this new elixir in september 2009 (available in pharmacies, department stores and on www.sephora.fr).

► More info : www.garancia-beauty.com



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> Focus on a perfumer, Mathilde Laurent (Cartier)

A young woman to meet...Just after ISIPICA, Mathilde Laurent joined the prestigious Guerlain House for a training in summer 1994. ... where she has been staying for 11 years. With Jean Paul Guerlain, the perfumer in house at that time, she learns her job and signs many successes by her own. **Shalimar Light** is a first great success with its tiny 'gourmand notes' on the classic oriental structure – so audacious to create for her, who knows by heart the formula and for the brand... Mathilde has created also the first Aqua Allegoria edts (**Pamplelune**, Herba Fresca, Rosa Magnifica, Ylang et Vanille....). Now **Mathilde Laurent** is the new Cartier's perfumer in house where she can compose freely bespoke fragrances. After her first fragrance for men Roaster last year with its icy minty notes, she has recently composed **Les Heures de Cartier**, a luxury collection of fragrances for connoisseurs ... Awaiting for the others....



> Voyage d'Hermès by Hermès

After the success of Terre d'Hermès,

Voyage d'Hermès is the last opus composed by **Jean Claude Ellena**,
perfumer in house since 2004.

A fragrance to share, for men or women, comfortable, *fresh woody musky* ... Both familiar and surprising...

The roots of the brand are in the travel and that's why Philippe Mouquet designed this refillable bottle in motion, like an accomplice of travel.

Just wonderful ! Available in April



> Burberry Sport by Burberry (Inter Parfums)

Technical, Athletic, Modern, & Graphical Attitude...As wanted by Christopher Bailey, Chief Creative Officer at Burberry, for the new fragrances of the Burberry Sport franchise. A *fresh, zesty floral energizing scent for her* – ginger, honeysuckle, mandarine on a musky woody base... A *fresh citrus and woody invigorating* fragrance for him (Red and Black pack) for the adrenaline... with ginger, grapefruit and cedar. Packaging and bottles mixing lacquered grass and gum. Perfumers : **Olivier Polge** and **Beatrice Piquet** from IFF and a trio of perfumers from Givaudan : **Sonia Constant**, **Nathalie Garcia Cetto** and **Antoine Maisondieu**



> Other launches and buzz

Tourmaline by Charriol

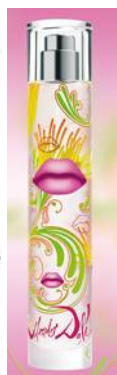
Little Kiss Me by Salvador Dali

Le Paradis de Nina by Nina Ricci

Secrets de Rose by Parfums Rosine

Next Infusions by **Prada** in April...

(The limited collection to be continued)



Happy Birthday **Eau de Rochas** ! 40 years and no wrinkle !

A new fresh fragrance by Jean-Michel Duriez is on the way...

A casting is organized until the 28th of February : www.eauderochas40ans.fr

Fragrant Event Le Grand Prix du Parfum 2010

WFN 25 Feb2010

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> Le Grand Prix du Parfum Fragrance Foundation France Marie Claire - 8th of April

Discover the new formula of the Grand Prix du Parfum Fragrance Foundation Marie Claire created in 1992 in France and developed by Catherine Disdet and Members of the Fragrance Foundation France.

Completely revamped in last 2009, this 18th edition has been re-invented, to meet and please both professionals, experts* (bloggers, press journalists, evaluators) and public's expectations.

To award Best Feminine and Masculine perfumes launched in 2009 in France in the selective channel, this year, 11 major Prizes will be awarded (best fragrance, best bottle, best communication,...)



► **Vote** : <http://www.vote.fragrancefoundation.fr>
8 March to 22 March 2010

Among those 11 Prizes, two new important awards have been imagined . A jury of perfumers to express themselves and enlighten creation : **Le Prix des Parfumeurs**

And a jury of experts*, **Le Prix des Spécialistes** to award the best niche launches in 2009

This year, 27 prestigious members - brands, designers, fragrance houses or retailer (and new members such as Editions de Parfums Frédéric Malle, Isabel Derroisné, Cinquième Sens...)- run the Association, aimed to promote fragrance talents, creativity, and boost fragrance business.

HAPPY FEW only ! The next ceremony will be as ambitious as the Fragrance Foundation France mission, taking place in a private parisian and glamour monument on the **8th of April 2010...**

FRAGRANCE FOUNDATION
**GRAND PRIX DU
PARFUM**
2010
marie claire

Partnerships

www.osmoz.fr - www.marionnaud.fr - www.marieclaire.fr - www.cinquiemesens.com

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> Fragrances of the World 2010 by Michael Edwards

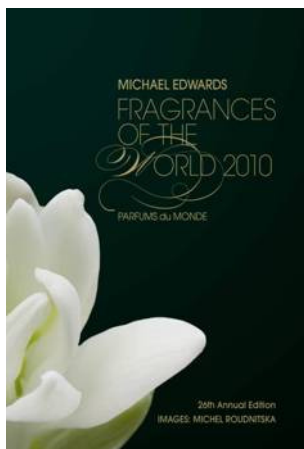
Fragrances of the World 2010

Available now

The 26th annual edition of the world's most comprehensive and impartial fragrance guide is now available. The 2010 Michael Edwards *Fragrances of the World* guidebook – the 'bible' of the industry – this year features 7,000 fragrances including 800 new releases.

“Besides the new standout scents that capture our attention as well as the classics that increase with popularity each year, the most notable trend in the industry right now comes from the growth in niche products,” said Michael Edwards.

“Fragrance is a sociological phenomenon,” he said. “On the one hand, perfume is a commodity, dominated by global brands and fashion houses, but on the other hand we're in a new golden age of perfume, driven by artisans who seek to create experiences rather than brands,” said Michael.



Fragrances of the World is an essential tool. It classifies the world's perfumes into fragrance families and fragrance groups, therefore making it easy for anyone to explore the myriad choices on the market.

It includes selective, niche, masstige, mass market and direct sale fragrances available worldwide, cross-referenced by fragrance family, gender, brand and year of launch. It also lists limited editions and previously significant fragrances that have been discontinued.

“*Fragrances of the World* is dedicated to the idea that choosing a fragrance should be a pleasure, not a problem. It is the key to finding and recommending the right fragrance,” said Michael Edwards.

Fragrances of the World will be released worldwide January 2010.

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