



■ Atelier Cologne

Some of the coolest fragrances launch at **Bergdorf Goodman**, a Cologne Absolué Collection by **Atelier Cologne** (new brand founded by duo C.Cervasel and S.Ganter) meticulously crafted, extremely concentrated 5 unisex colognes that told a story.

Perfumer **Ralph Schwieger (Mane)**, creator of Eau des Merveilles (Hermès), and Lipstick Rose (F.Malle), signed among them, new **ORANGE SANGUINE**, composed of **blood orange Bourbon geranium and sandalwood**. Qualitative, highly concentrated, refined, natural raw materials, Cologne ORANGE SANGUINE smells the fresh oranges at breakfast, on a terrace... In the collection, let's discover: *Grand néroli, Trèfle Pur, Bois Blonds, Oolang Infini*



■ Henri Bendel collection

Gardenia & Vanilla, Incense & Musk, Rose & Oud... Chic, Classic. Perfume blotters are superb, with the young woman drawn on them. Perfumes smells florals to sweet. An entire collection of perfumes, soaps, body products and candles.



■ Mémoire Liquide Bespoke Perfumery since 1984

The concept is to take the customer on a step-by-step journey towards the creation of their own custom and unique fragrance. The experience begins with an individual consultation with an expert perfumer who guides the customer through a selection of over 150 fragrance offerings. Impressive collection of Eau de parfum (oils mainly) : Exotique, Nudité Absolué, Pamplemousse Rouge, Fleur des Tropiques, Mystère du Maroc, etc. Massage oils, bath, ... Available at Bloomingdales.... And online: www.studiobeautymix.com



■ Andy Warhol Montauk by Bond n°9

Successful and prolific concept for this NY institution: same bottle, but always new decoration and theme. Founder Laurice Rahme announced that "this fragrance is to celebrate the summer". Its top notes are composed of **wild bergamot, white bay leaves and blackberries**. **The heart is blooming with hyacinth petals, lily of the valley, and honeysuckle**. **In the base are driftwood, amber, silver maple, and red oak**. All the notes are inspired by Montauk flora and fauna and developed by **Laurent Le Guerneq (IFF)**.



■ Kim Kardashian, first fragrance (Lighthouse Beauty)

A fragrance as voluptuous, sensual and beautiful as Kim herself. TV star, entrepreneur, model, actress and trendsetter, Kim Kardashian has it all. Now the pop culture icon adds another accomplishment to her portfolio: a **trademark fragrance**. Named for the captivating beauty and magnetic personality who inspired the fragrance - **white flowers and woods** - signed by **Caroline Sabas (Givaudan)** who has already created many celeb' fragrances. At Sephora USA.





■ **Couture Couture by Juicy Couture (E.Arden)**

The Juicy Couture's Saga is busting out with a decadent new scent. Let this 'it girl' fragrance inspire you to show off, be loud, talk to strangers, make a scene, and love life!

With luscious mandarin wrapped in natural orange flower and a succulent pink grape accord on top...the middle notes sparkle with star jasmine, honeysuckle and blushed plum and dry down to warm cozy background glittered with amber, vanilla and creamy sandalwood, created by Honorine Blanc (Firmenich).



■ **Glam Princess by Vera Wang (Coty)**

This fun, flirtatious addition to the Princess line is for the boldly brilliant girl who is ready to celebrate and rule the world in the most glamorous way. She introduces herself with *guava and juicy pear, reveals her beautiful heart with liquid honey and vanilla orchid, and offers sweet depth with marshmallow accord and cedarwood created by Harry Fremont and Ilias Ermenidis (Firmenich)*

■ **Like This, Tilda Swinton & Josephine Baker (Etat Libre d'Orange)**

Etat Libre d'Orange is always surprising us with its sensual creations... And muses. This time, owner Etienne de Swardt was inspired by two strange but yet strong personalities: american actress and singer. Tilda Swinton & Josephine Baker. Two creations signed Mane. Le Parfum 'Josephine Baker' was created by *Cécile Matton (Mane)*. It is described as a warm and gourmand spicy scent. *Notes include grapefruit, champagne accord, cardamom, jasmine, curry jungle essence, black pepper, labdanum, sandalwood.* Available in may at Sephora. Like the readhead of Tilda and its mysterious image, the fragrance 'Like this' is composed by *Mathilde Bijaoui (Mane)*, *with yellow mandarin, ginger, pumpkin accord, immortelle, Moroccan neroli, rose de Grasse, vetiver, heliotrope, and musk...*



■ **David Yurman (Clarins Group)**

Luxurious materials, iconic design and sensual beauty. *The boldness of exotic woods and patchouli combined to the fluidity of rose and waterlily.* The *chypre floral* fragrance is held in a stunning, faceted golden jewel accented by David Yurman's signature cable motif.

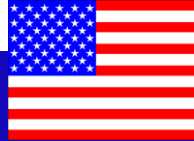
The fragrance is signed by *Harry Fremont (Firmenich)* and will be available soon in France in exclusivity.

Luxurious body cream and dusting powder in the range.

■ **Lady Million by Paco Rabanne (Puig)**

No need to remind you. One Million by Paco Rabanne is a success all over the world (more than 10 millions bottles sold): an incredible mix of audacity and humour on the « bling bling » theme. Soon, his counterpart, **Lady Million** will be launched with the same ambition. Brilliant, extreme, Lady Million is an independent women playing with glamour, seduction, excess, and provocation. To interpret this new saga, the fragrance had to be highly inspired and golden. Created by trio of perfumers *Anne Flipo, Béatrice Piquet +Dominique Ropion (IFF)*, the fragrance is *a rich floral, woody leathery but fruity frgrance with orange blossom, jasmin...* enclosed in a diamond designed by Noé Duchaufour Lawrance.....Dree Hemingway is the image of this new Lady... to discover on Tv soon and in stores in sept globally.





■ Focus on Honorine Blanc, perfumer at Firmenich usa

“There is this strong excitement from within me when I am creating a fragrance. I could not live without creation! It gives my body so much energy, that at the end of the day, I am exhausted.” Honorine was born and raised in Lebanon under the magical spell of its refined oriental culture, until the age of sixteen, at which time the political situation there forced her to embark on an independent life in Paris. Reflecting upon this period of her life, she has difficulty putting into words “a childhood lived between flowers and bombs”. Perhaps this explains her great admiration for the poetry of Khalil Gibran, the legendary Lebanese poet/artist/philosopher, who wrote “You are suspended like scales between your sorrow and joy”...

Many successes among her creations, in duo or solo....

- Cacharel Amor Amor Tentation (2008)
- Cacharel Scarlett (2009, with Alberto Morillas & Olivier Cresp)
- Coach for Men (2009)
- Gwen Stefani Harajuku Lovers Music (2008)
- Jennifer Lopez Love and Glamour (2010, with Harry Fremont)
- Juicy Couture Couture Couture (2009)
- Marc Jacobs Splash Pear (2008)
- Paris Hilton Siren (2009)
- Sarah Jessica Parker SJP NYC (2009)
- Usher She (2007, with Richard Herpin)



Recently : Viva La juicy Juicy Couture
Belle D’Opium YSL
Ralph Lauren Big Pony 4



She has just created with Alberto Morillas. the new Belle d’Opium by YSL based on a hookah & incense accord sustained by a floral structure.

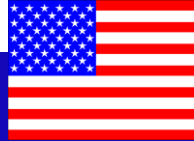


■ Upcoming book

The book was compiled by perfume expert, Nathalie Grainger (Quintessentially) and Roja Dove acted as creative director. The book features profiles on a range of brands, interviews with perfumers and general perfume articles, with contributions from Chandler Burr, Josephine Fairley and more.

Amongst the interviewees featured in the book are: *Camille Goutal & Isabelle Doyen, Jean-François Latty, Bertrand Duhaufour, Linda Pilkington, Thorsten Biehl, Olivia Giacobetti and Geza Schoen.*

Quintessentially Perfume is available to buy at www.quintessentiallypublishing.com, Amazon, Source : Basenotes .net



<http://fifiawards.wordpress.com/>

And the winners are :



Women's Luxe : Lola (Marc Jacobs)

Men's Luxe : Grey Vetiver (Tom Ford)

Women's Popular Appeal : Halle (Halle Berry)

Men's Popular Appeal : Seduction in Black (Antonio Banderas)

Women's Nouveau Niche : Astor Place (Bond No.9)

Men's Nouveau Niche : Brooklyn (Bond No.9)

Women's Private Label/Direct Sell : Love Rocks (Victoria's Secret)

Men's Private Label/Direct Sell : Patrick Dempsey 2 (Avon)

Unique Boutique : White Suede (Tom Ford)

Bath and Body : Couture Couture (Juicy Couture)

Best Packaging – Women's Popular Appeal : P.S. I Love You EDT (Bath & Body Works)

Best Packaging – Men's Popular Appeal : Comme une Evidence homme (Yves Rocher)

Best Packaging – Women's Prestige : Life Threads Collection (La Prairie)

Best Packaging – Men's Prestige : Artisan (John Varvatos)

Women's Media Campaign : Chanel No 5: "Train de Nuit" (Chanel)

Men's Media Campaign : ck one "We Are One" (Calvin Klein)

Interior Scent Collection : Scentbug Diffuser (Slatkin & Co.)

Perfume Extraordinaire : Firmenich for Tom Ford Grey Vetiver

Technological Breakthrough, Packaging Technology & Delivery Systems : Victorinox's rubber bottle

Technological Breakthrough, Fragrance Creation & Formulation : Givaudan Fragrances' Miriad 2.0

Hall of Fame, fragrance : ck one (Calvin Klein)

Hall of Fame, designer : Michael Kors

Male Fragrance Celebrity of the Year : Usher

