

■ **Industry buzz ...Diane Von Furstenberg and C.R.E.A (Chantal Roos)...  
new fragrant project... to be continued**

**Chantal Roos** (recognized for her master pieces Opium, Jean Paul Gaultier or Miyake...) and Fashion Designer **Diane Von Furstenberg** have been friends for a long time. Their relationship is close enough to work as partners and they have decided to begin a new (joyful) adventure in fragrance and cosmetics by launching new products under Diane Von Furstenberg brand name.

The 70's are still alive, the ladies too, with talents and expertise !

Next WFN to unveil the new feminine fragrance to be launched worldwide by 2011 with ID beauty's partnership...



*Diane  
Von Furstenberg*

■ **Focus on really interesting blogs**

Blogs, blogs... Some are naughty, others are useful, pro and interesting such as those, selected for you. Enjoy and share !

-> **an expert in marketing & brand analysis, Michel Gutsatz**

<http://michelgutsatz.typepad.com>

Conferences, marketing analysis, international vision on brands and private labels. A real and deep source of info, not to be missed. Sign up for his free e-newsletters...

-> **an international consultant in marketing strategy and luxury perfumes development, Hervé Mathieu** (Fragrance Forward)

<http://reservoirtoucher.wordpress.com>

His vision of perfumes, his passion and his acute writing is presented in an elegant, free way. His analysis is often fair and right.



■ **Feel good, smell Organic with Absolis Patyka**

Special tribute to PATYKA, a fast growing luxurious cosmetic brand, re-launched recently by its owner **Cyril Jamot**. The line, called **Absolis PATYKA** has been completely revamped in its identity : concept, formulas and packaging. Face & Body products have active organic ingredients and are packaged in an innovative origami folding box (inside, all the secrets are hidden to inform and advise). All face and body products smell so naturally good. **Such as the Body Wash Mandarine, Precious Woods, Neroli or Spearmint ...** Try this skin care line, you will be surprised by the textures and the fragrances, and you'll feel (Absolutely) good !

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





And soon **Mathilde Laurent's** new fragrances in « **Les Heures de Parfum de Cartier** »  
IV, l'Heure Fougueuse  
VII, l'Heure Défendue  
VIII, l'Heure Diaphane

#### ■ Upcoming launches ...now and tomorrow

Montblanc for men (Inter Parfums)  
Van Cleef and Arpels (Inter Parfums)  
Lady Gaga's new scent (Coty)  
Ferragamo Attamo (Ferragamo)  
Kate Perry's Purr in February 2011  
Cosmetics by Calvin Klein (Coty)  
New Guerlain (LVMH)  
New Ricci (Puig)  
New Jimmy Choo (Inter Parfums)

Note the new **Atelier Cologne** website  
[www.ateliercologne.com](http://www.ateliercologne.com)  
Sylvie Ganter's brand.

#### ■ Dandy and Voyou by Guerlain

What kind of Arsen Lupen are you ? Are you this famous elegant gentleman but yet, burglar? Are you Voyou or Dandy ? Guerlain's new men fragrances offer you 2 answers in its 'Les Parisiens' collection (boutique Guerlain).

A duo composed by **Jean Paul Guerlain**, a great seducer and famous burglar of essences.

If you are a **Dandy**, your fragrance is an oriental leather more dedicated to connoisseurs and seducers.

**Voyou** is a woody aromatic fragrance aimed to younger men, young thieves of women's heart.

The flacons are set within a wooden frame which is darker for Dandy and lighter for Voyou.



#### ■ Parlez moi d'amour by John Galliano

Perfume Holding's new creation : John Galliano's new fragrance.

Parlez moi d'Amour, created by **Alienor Massenet** (co signed with **Sandrine Malin**) from IFF. To reflect its muse, 17-year old singer and Gossip-Girl actress Taylor Momsen, the fragrance had to be romantic as a rose, a fruity sweet scent including notes of *Turkish rose essences, musk, Indian Jasmine Sambac, ginger, blueberry for a gourmand touch, Indonesian patchouli and cypress absolute*. The overall scent is a modern fruity chypre.



■ **Jovoy Boutique – Rancé, Grossmith, Micaleff, Dorin, E.Coudray, L.T Piver, Fath ....** "United we stand, divided we fall"

Some 15 mythic brands are united in only one woody warm place : Parisian Boutique Jovoy (say it like 'enjoy', english roots)

**Jovoy's Ceo, François Hénin** has opened this store to pay tribute to *forgotten* brands.

Unique testers from lab', unique design, all has been thought with the idea of luxury. A dedicated place for connoisseurs and passionate of rare perfumes. You will be delighted to discover the new « Quand ? » perfume , a fruity red fruits, luscious fragrance...

More info : [http://en.jovoyparis.com/upload/dossier\\_en.pdf](http://en.jovoyparis.com/upload/dossier_en.pdf)



■ **Thé Noir and Raku Candle by Ego Facto**

There is a new facet in **Pierre Aulas**' work. After developing perfumes for himself under Ego Facto and other well known brands, there is a new scented Candle Collection to enjoy.

**Thé Noir & Raku**, name of the Korean Art of Ceramics. The Raku art is born in Korea but was developed in Japan in the 16th century. Raku means Joy, Happiness, ... For seven years Pierre Aulas has been taught this art and this candle is a tribute to this other artistic passion. The fragrance is a smoked black tea, with mimosa and absinth known for its green notes, signed by **Givaudan**



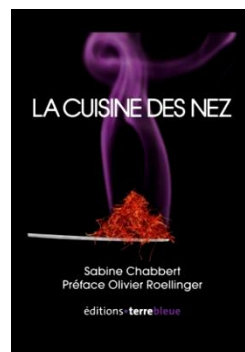
For more info and shop on line : [www.egofacto.com](http://www.egofacto.com) / unique piece, numbered in 300 ex) and sold on the 11 & 12th of december at the Gallery Nadalini, 7 rue Budé, Ile Saint Louis, Paris.

■ **Fragrant Books**

**Sabine Chabbert** is a renown writer in beauty press and had a very interesting, savoury idea by writing her book La Cuisine des Nez about perfumers and cooking. Cooking, food, flavours and scents are a matter of nose, technics and art. Each perfumer reveals his special recipe, his favorite raw materials and personal vision.

About 27 perfumers 'chefs': **Jean-Paul Guerlain, Jean-Claude Ellena, Maurice Roucel, Jacques Cavallier, Francis Kurkdjian, Olivier Cresp...**

A poly-sensuous book to read at the Editions Terre Bleue



Don't forget to update your knowledge and expertise in fragrances with **Michael Edwards's new 2011 FoW Bible !**

■ **Les Parfums 2011**  
by The Fragrance Foundation France

In 2011, it is time to be independent and be free. A new name  
'Les PARFUMS 2011''

The Fragrance Foundation France is proud to unveil **its new logo symbolizing a rebirth**, a true and International recognized label to promote creativity and fragrance business.

A new step in the strategy of revamping the organization.

**The Prize ceremony will take place in Paris on May 5<sup>th</sup>.**

A new story to share with you, Members and media, who trust the Fragrance Foundation France's cultural mission.

For more info : ask for press kit to [nathaliepichard@orange.fr](mailto:nathaliepichard@orange.fr)



**LESPARFUMS**  
**2011**  
THE FRAGRANCE  
FOUNDATION  
FRANCE

**International FiFi Awards Schedule**

November 30th, 2010 – Fragrance Foundation Arabia FiFi® Awards  
Location: Dubai

-> **December 2nd, 2010 – Perfumery Club hosts the FiFi® Awards in Russia**  
Location: Moscow

April 14th, 2011 – Fragrance Foundation UK FiFi® Awards  
Location: London

May 27th, 2011 – Fragrance Foundation Deutschland DuftStars  
Location: Berlin

■ **Cosmetics Inspiration & Creation by Leila Rochet**

*15 déc*

**MATINEE INSPIRATION**

Sur le toit du Palais de Tokyo - Paris

**Inspiration from Shanghai**

Nouveaux comportements de consommation chinoise  
et panier d'innovation Beauté

For more info and book your day, quick  
[contact@inspiration-creation.com](mailto:contact@inspiration-creation.com)

