

■ Focus on a Perfumer, Karine Dubreuil Sereni

Born in the south of France, in Grasse, Karine Dubreuil is a pure *mediterranean* woman. She's been taught perfumery at Roure Bertrand Dupont in Grasse. Mane, Drom, Florasynth... She worked for many big companies and fragrances brands such as **Gucci, L'Occitane, Lanvin, Roger & Gallet, Coty (Nautica, Céline Dion) or Guerlain**. As she can speak Italian, she created for Italian brands (**Ferragamo, Roberto Cavalli, Ferré, ...**). She likes to work floral compositions, close to nature (they are so appreciated by the leading markets and especially the Japan ones). She recently co-signed the latest **Womanity by Mugler** under the artistic olfactive direction of **Pierre Aulas** with whom she shares the same passion of singing opera. Sensitive, and passionate, **Karine Dubreuil** won't let you indifferent !



■ Focus on a (His)tory teller, Elisabeth de Feydeau

Rich news for our favorite French historian and perfume blogger Elisabeth de Feydeau! Candles, book, decoration (she will be given soon the distinguished insignia of "Chevalier des Arts et des Lettres" ...).



Elisabeth de Feydeau will launch her latest book, due October 2011 : 'Les Parfums : Dictionnaire, anthologie, histoire' and two collections of scented candles, inspired by Versailles times, ancient books and rare ingredients : « Parfums des Rois & Fragrances de Versailles » *Le Roy Soleil, Plaisir des libertins, Molière, Luxe....* Info on her blog <http://elisadefeydeau.wordpress.com>

■ Focus on a Blogger, Denyse Beaulieu aka Grain de Musc

Denyse Beaulieu is blogger *a la mode* for the perfume industry with her *Grain de Musc*, which she writes in both French and English. Since 2007, she has been guest lecturer in perfume appreciation at the prestigious London College of Fashion. She is currently writing a personal history of perfume for HarperCollins, due March 2012, which will launch with a special twist. Perhaps Denyse will drop a hint during her next course in London in April... <http://www.fashion.arts.ac.uk/shortcourses/50762.htm>

■ Focus on Beauty Trotters

Thanks to a long and fruitful experience in the field of Fragrances and cosmetics, **Fabienne Pérou + Sylvie Chazelle** have decided to create their own agency to bring support and guidance to niche brands. Their business expertise allow them to tailor the best strategy for their customers, always looking for for a long term trustworthy partnership. Their strength are to be multi task and very close to the ground in order to guarantee efficient results.



Apot.Care/ Sampar / Balmain / Montana / Jacques Fath / Masaki / Teo cabanel trust BeautyTrotters... Contact: fabienne.perou@beautytrotters.com

■ Focus on Michelle Vincent

As a chemical engineer and expert in evaluation, **Michelle Vincent** has begun her career in food industry, then in cosmetics and at Chanel for 15 years in laboratory. She used and developed the sensory analysis all over the world to optimize and to find new areas of innovation. Over the past 18 months, she has been editorial director, a new rewarding and amazing experience, that provided her a global overview of the cosmetic research. She has been in charge of "Parfums Cosmétiques Actualités", a bilingual scientific mag . Curious, rigorous and passionate, she becomes an expert in scientific communication. She's ready for another opportunity and to give her global vision of the industry...



■ Shalimar Ode à la Vanille by Guerlain

Ode, Shalimar, Vanilla. Three words in Guerlain's heritage and language. Shalimar Ode à la Vanille is but isn't the real Shalimar that you may know. Less animalic, more floral, muskier, more vanilla, the new one is more modern, sexier, easy to wear without having changed the DNA of the original. A very nice Shalimar which gives the desire to wear it... without moderation. It is perfumer Thierry Wasser's tribute to this orchid from the Indian Ocean, known as "black gold", one of the favourite raw materials of the Maison Guerlain. *This fragrance is a "real overdose of vanilla. It plays with substance within substance and touches on every facet of vanilla, from joyful lightness to almost sexual sensuality"* says Thierry Wasser.



■ Jimmy Choo by Jimmy Choo (Inter Parfums)

The first Jimmy Choo fragrance. So expected. Luxury, fashion, femininity and style... all the Choo's elements bottled in a precious faceted glass, inspired by the opulence of Murano. The sweet chypre fragrance evokes female empowerment and elegance with its green top notes, Tiger Orchid in the heart

warmed by a Toffee and sensual Patchouli drydown.

A composition signed **Olivier Polge (IFF)**
Object of desire, like a shoe, **Jimmy Choo** is dedicated to women who like to be on the show...

Available now in exclusivity at Sephora

www.jimmychoo.com

And new website of www.interparfums.fr



■ Förster & Johnsen's new collection

Creating a new brand is exciting, amazing and a new beginning for Michael Förster and Walter Johnsen. They imagined the future of fragrance. In a return to the art of perfumery, the quest for the truest, most precious of ingredients and the creation of perfumes of lasting character and brilliance, Förster & Johnsen envisions a new world where scent, sound, color and light collide in sensory celebration. The perfumes took about five years to be completed, made most of their natural ingredients. Förster and Johnsen's collection of **17 perfumes** signed by fragrance houses **Drom, Robertet + Fragrance Resources**.

Pierre & Jerome Dinand have designed the shape of the bottle. At the moment they are only carried in Douglas Stores.





■ Aura by Swarovski (Clarins Fragrance Group)

Does this bottle remind you of something ? I guess yes.

Clarins have finally announced the launch of Aura - the debut fragrance from Swarovski, the result of a deal which was announced in 2008. Swarovski and Clarins had previously worked together to create limited edition bottle's for Thierry Mugler's Angel fragrance. A fragrance

Aura is the *Grace of light*. The scent is composed of *Amber, Benzoin, White musk, Lychee, Pure white tuberose, Pink pepper* and was created by **Jean-Pierre B  thouart + Olivier Cresp (Firmenich)**.

Aura, was chosen as it is a "*richly evocative name*", and to "*express the olfactory glow of the fragrance and the visual glow created by the make-up jewels and the light they give off.*"

The bottle for the fragrance was designed by Gwena  l Nicolas (Curiosity Agency, Japan) is environmentally responsible (he entire line is refillable, cases are made from recycled, recyclable cardboard with no inserts, and bottles may be broken down into their individual components)

■ Cartier de Lune and "Les Heures" by Cartier

A french word play. A new mysterious collection under « Cartier de ». The new Cartier's Cartier de Lune intrigues. A luminous question indeed : what do flowers smell in a crescent moon ? What kind of effects has the moon on the nature ? In-house perfumer, **Mathilde Laurent** has imagined the answer. Her new opus is composed of little, simple flowers such as *Lily of the valley, Honeysuckle, Freesia, Cyclamen with white Musks... a scent of light*.



The brand has also launched in November the 3 new « Heures de Cartier » : **Heure Diaphane VIII**, with its floral, white aldehydic green vertical notes, **Heure D  fendue VII** with a dry duo of cacao-patchouli warm oriental notes and **Heure Fougeuse IV** with its floral (gardenia), animalic, and chypre accents (moss).

As always, nice ingredients, uncluttered compositions, Mathilde's creations reveal an assured style.

■ Portrait of A Lady by Editions de Parfums Fr  d  ric Malle

Used to creating for the brand, **Dominique Ropion (IFF)** signed with founder **Fr  d  ric Malle** a lavishly modern 'Portrait of a Lady', as a result of their olfactory adventures. An oriental perfume came out of their thoughts. Hence **benzoin, musks, patchouli, sandalwood, incense**, came quickly in the formulae... They played with them but the scent became an over daring structure... they finally mastered with **Turkish Rose Essence, Red berries, Rapsberry, Cinammon, Clove...** **A working duo**. For fragrance expert, Denyse Beaulieu, '*Portrait of a Lady*', a *paradoxically opulent yet bone-dry wood/rose oriental with oud effects, is one of the most elegant interpretations yet of this new(ish) French-Arabian genre*".





■ **New Boutique LUBIN**

A new boutique dedicated to rare and exclusive fragrances / unknown brands is always an event in itself. The past comes back, but modern.

Gilles Thevenin has acquired the brand and made it grow slowly. The opening of a boutique in Paris is a strong signal of rebirth.

■ **Thomas Fontaine, perfumer at PALLIDA**

Born in Sologne, **Thomas Fontaine** has studied Perfumery at IPISCA and worked for Mane, Technico Flor, in Germany and in the USA. Perry Ellis, L'Occitane, P&G, Faberlic, Ungaro, Alain Delon or Gres, his creations are all very inspired. Now he has created his own company, Pallida. He recently signed Lubin's new creations. His main inspirations come from eclectic universes: magnificence of Venice, Kessel, Africa, Opera... Patchouli and Ood.



■ **Fragrance app by Osmoz**

osMoz.com, the app for a scent-sational phone



osMoz.com, the thematic site for fragrance is launching a smartphone application.

Bringing smartphone users a mobile version of osMoz.com with the full range of contents and services adapted for nomadic use.

Get thousands of fragrance descriptions instantly.

Just scan fragrance barcodes!

Want a new scent? Ask the osMoz Advisor!

Get the latest fragrance news...

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The world of fragrance won't hold any more secrets for you!

■ **Don't miss these Perfume Blogs !**

- <http://elisadefeydeau.wordpress.com>
- <http://dunezaupalais.blogspot.com>
- <http://www.versaillesenparfum.com>
- <http://monbazarunlimited.blogspot.com>
- www.chroniquesolfactive.blogspot.com
- <http://cafleurebon.com>
- <http://graindemusc.blogspot.com/>
- <http://parfums-tendances-inspirations.com/>

■ **Upcoming fragrances**

- Idylle Duet by Guerlain*
- Le Mimosa by Annick Goutal*
- Agent Provocateur l'Agent*
- Dalilight by Salvador Dali*
- Estée Lauder Wild Elixir*
Bond n°9
- Jeux de Peau by Serge Lutens*
- Archives 69 by ELO*
- Mauboussin Pour by Mauboussin*
- And many others....*