

■ Kokorico by Jean Paul Gaultier



Kokorico is Jean Paul Gaultier's new fragrance for men to be launched this fall : a highly anticipated launch since the *Le Male* which brings the favourite famous French couturier back into the limelight... Cocorico !-)
Humor, style, aphrodisiac elixir of seduction.
The fragrance line is designed in black and red. Note the shape of the bottle, its profile !
The name comes from the *cockrow* and is a wink to the Casanova, the fighter, the sexiness of each man.

Olivier Cresp + Annick Ménardo (Firmenich)

composed the scent around 3 dark raw materials.

Fig leaves +
raw cacao beans
+ woods
= addiction



■ la femme bleue by Armani/Privé

This perfume was inspired by a collection that was in turn inspired by the desert, serving as an original scent-track: a vision for clothing transposed into a cloud of fragrant emotion. Giorgio Armani wanted a fragrance for his collection, a legend to be experienced through scent. 1,000 numbered bottles for 1,000 unique women. La Femme Bleue: a perfume for a person in love with blue, its shadows, its depth.



Serge Majoullier (Mane) composed the fragrance

iris + woody notes + vanilla = sensuality. It all starts with an imaginary Black Iris, rare, precious and enveloping. A spicy, reserved hint of chocolate, as dark as the dreamed iris it accents, grows deliciously sweet as it threads itself into this textured and addictive composition, adding a soft, creamy consistency.

■ Elie Saab Le Parfum by Elie Saab (BPI)



Le Parfum is the first fragrance by the trendy lebanese artisan of Couture, Elie Saab, and a new license for Beauté Prestige International to be launched this fall. Princess, wedding dress, red carpet... The shiny, enveloping and subtle perfume has been composed by Francis Kurkdjian (Takasago) who has been inspired by the universe of Elie Saab, full of light and radiance.

The floral woody perfume opens with notes of orange blossom + jasmine in the heart (Grandiflorum and Sambac), whereas the base consists of cedar, patchouli and rose honey accord. And the architected jewel-like and luxurious bottle is signed by Sylvie de France designer.





■ Vivara Variazioni Verde 072 by Pucci

Vivara Variazioni Verde 072 is a new summer edition in the collection Vivara by Pucci ; it is a crispy green fragrance (trendy at the time), with notes of bergamot, peppermint, neroli, Turkish rose, cedar and tonka bean

composed by **Corinne Cachem (Drom)**

The signature pattern of Vivara eau de parfum is born anew in colours that echo the fresh hues of nature. The faceted glass recreates the effect of sunlight reflecting off the sea and flora.

■ Lovely Kiss by Salvador Dali

Delphine Lebeau (Fragrance Resources) has composed the last opus, Lovely Kiss by Salvador Dali. A sparkling and 'joie de vivre' radiant and joyful fragrance for young women. **Grapefruit-blackcurrant Sorbet** combined to pink peppercorns, and rhubarb leaves to create a spicy-sweet tangy effect. Pink peonies, dazzling violets and a unique **litchi blossom**, for a radiant floral heart...sustained by white cedar patchouli, white musks revealing a sensual femininity.



■ Diane by Diane Von Furstenberg

« Be the woman you want to be ! »

Diane, DVF's new fragrance, will be first launched in Sephora in october and will be retailed in the international selective distribution soon. A new adventure challenged by ID Beauty & Chantal Roos (for the creation).

Much like the iconic wrap dress, *Diane* envelops the body to give a woman glamour, shine and confidence...

Combined to myrrh, patchouli, **frangipani**

+ **violet flowers** vibrate for a sensual

and deep provocation signed by **Aurélien**

Guichard (Givaudan)

The Sutra Bracelet designed by Diane inspired the bottle shape, the fragrance has been imagined by and for an independent woman, for those who are full of life, love, passion and subtle complexity.

■ Burberry Summer by Burberry

Capturing a peaceful english morning in summertime... in a bottle. That's the new Burberry limited editions offered in april... Fresh and invigorating scents for women and men. Blue and warm orange for the bottles and boxes.

Lucas Sieuzac composed Burberry Summer for Women (floral green

fruity) while **Emilie Coppermann (Symrise)** created

Burberry Summer for Men (citrus aquatic woody).





■ Olfablog + Olfathèque, new fragrant tools by Cinquième Sens

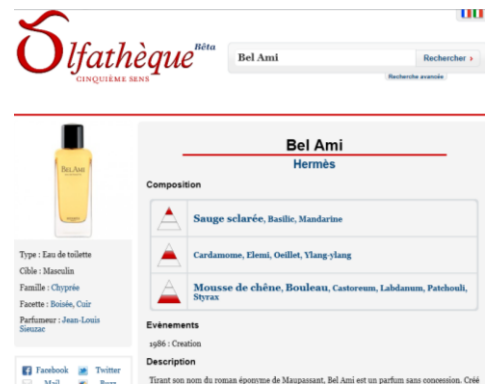
Training and Fragrance House Cinquième Sens - which just celebrated its 35th anniversary and managed by **Isabelle Ferrand** - has extended its activities by launching last year (end 2010) its blog **Olfablog**, about perfumes, raw materials, trends, but also the activities of the company and new perfumes launched on the marketplace.

<http://olfablog.com/>

And in the same time, Cinquième Sens has worked on a new tool : its new perfumes database **Olfathèque** : easy to use, it's available for professionals and any passionate public. Raw materials, descriptions, perfumers-creators (bios and creations), brands, designers, classifications of perfumes, Fragrance Houses ... The world of perfumery will not hold back any perfume secrets with Olfathèque!

Available in an Italian version and soon in English !

<http://olfablotheque.com/>



■ Some upcoming fragrances



New Hugo Boss's Just Different embodied by Jared Leto

Atelier Cologne's *Vanille Insensée* signed by **Ralf Schwieger (Mane)**

New Galliano's *Parlez moi d'Amour* created by **Aliénor Massenet (IFF)**

Undergreen, Black and White created by **Fabrice Olivieri (TrendsLab)**

By Kilian's *Sweet Redemption, The End* created by **Calice Becker (Givaudan)**

A new important feminine fragrance **Cartier** by **Mathilde Laurent**

New *Eau Chic* by **Patricia Nicolai**

Marc Jacob's *Bang Bang* created by **Yann Vasnier (Givaudan)**

... and events / blogs

- > New website of the luxury packaging specialist magazine '**Formes de Luxe**' ...open to public soon
- > **Drom** and its beautiful private **flacon collection exhibition 'Insiders' Secrets'** : in Paris, June 2011 (see next WFN 35) and then in NY (in october), Munich and Sao Paulo at the end of the year
- > **Cosmetics Inspiration & Creation – Trends Presentation – « Tendances et Panier d'inspiration USA »** on July 27, 2011 from 9 :30 to 11 : 30 am. Contact Leila Rochet-Podvin at contact@inspiration-creation.com for tariffs and reservations.
- > **Ecole Supérieure de Parfum** managed by Maurice Alhadève will open the 2nd of october 2011 <http://www.ecole-parfum.com>
- > <http://sensetledire.blogspot.com> -> **Frédérique Fiori's blog**
- > <http://editingbeauty.blogspot.com> -> **Priska Sarraméa's blog**

■ Dictionary "Beauty Talk "

BEAUTY TALK. This dictionary is a not-to-be-missed **bible about beauty**. It comprises a french english / english french lexicon, divided into **12 topics** (perfumes, skin, hair, sun, make up...packaging etc.). From A to Z, you will find out all you need.

The tool has been conceived to meet the expectations of professionals, journalists, translators, or passionates in perfumery, cosmetology and beauty care fields. The book written by **Michel J. Husson** and his daughter **Sylvie M.C. Husson** needed 10 years of research to be complete.

Available at www.dicoland.com, Fnac, Amazon.com, bookshops...



■ Focus on Delphine Lebeau (Fragrance Resources)

Native from Italy and Spain, the young French perfumer Delphine Lebeau has been trained by the Givaudan's Perfumery school in Grasse...After 15 years at Givaudan and then

Takasago, **Delphine Lebeau** joined last november the German Fragrance House, *Fragrance Resources Paris*, ruled by Alexandrine Demmerlé. Among her creations, let's unveil **Les Filles des Iles (Flower Chic and Amber Chic)**, **the new Lovely Kiss by Salvador Dali** (see page 2), **888 by Comme des Garçons**, **NeoNatura by Yves Rocher** and **Zara Homme**. She recently co-signed with perfumer François Demachy the latest **Fan di Fendi**... She especially likes to *work with leathery, green and ambery notes (opoponax, benzoin...)*. Talent to be followed up !



■ Focus on Ralf Schwieger (Mane USA)

Chemist first and then perfumer, this multi faceted talented creator

Ralf Schwieger has composed beautiful perfumes for creators and niche brands such as **Editions de Parfums Frederic Malle's Lipstick Rose**, **Hermès Eau de Merveilles**, **Marc Jacobs Men**, **Yves St. Laurent Baby Doll**, **Naomi Cambell** and **Old Spice**.

He likes woody, green, mossy scents, maybe due to his childhood after growing up in Westphalia close to a forest...

He composed the best seller of Atelier Cologne, **Orange Sanguine** with its tangy, zesty aldehydic notes of orange and mandarin, rounded by sandalwood. Open minded, he recently worked with a - for him - unusual raw material : a chypre vanilla, a new exquisite fragrance...**Vanille Insensée by Atelier Cologne** (see next WFN 35)

■ Focus on "Mademoiselle Parfumette"

... Aka **Mélanie Leroux** who worked at Floressence in Grasse after her ISIPCA degree. She just created her own fragrance house « Mademoiselle Parfumette » few months ago after a long experience at Floressence Paris that she ruled as manager and perfumer.

She likes to work on any support (fine, skin care, dermo, home care...) but above all, tell olfactory stories when she creates a new scent. *Iris, ginger, woods...* are her favourite raw materials. She just signed **Miss Ferling Baguette Attrape-Cœurs**... Contact melanieleroux@mademoiselleparfumette.com



■ Focus on Nathalie Rattier, France Commodities

A new ad for a cosmetic ? A new brand positioning ? Nathalie Rattier likes challenges. She begun at L'Oréal, Roc, in marketing and became General Manager in many companies such as Shiseido (she settled up Serge Lutens franchise) or Annick Goutal and recently at Jean d'Estrées, that she developed and revamped from its old dusty image.

Nathalie Rattier decided to make the most of her expertise by creating her own company to help brands to develop their strategy. Contact nrattier@yahoo.fr