

### ■ Focus on Neela Vermeire Créations

*Les Rives de la Beauté* was the occasion to meet Neela Vermeire in a private and confidential presentation : born and raised in India, Neela is sweet and charming. She asked **Bertrand Duchaufour** (known for his creations for L'Artisan Parfumeur, Penhaligon's among few) to create 3 perfumes around India's major eras. Three perfumes to pay tribute to three historic periods of the country. **Trayee. Mohur. Bombay Bling. They reference to ancient and modern times in India**, three contrasting perfumes composed with high qualitative natural oils. Rose, spices, oud, sandalwood, mango, all ingredients are magnified. A new brand to follow up and support.

For more info and buy at the e-boutique: [www.neelavermeire.com](http://www.neelavermeire.com)  
[neelavermeirecreations.wordpress.com](http://neelavermeirecreations.wordpress.com)

### ■ Focus on Nathalie Feisthauer (Symrise)

Nathalie Feisthauer has a sparkling look and matching smile. At 17, Nathalie discovered Opium (YSL), ... a true revelation ! She has always dreamt of being a perfumer. Trained in Grasse thanks to Perfumer JL. Sieuzac, she joined Givaudan in 1986 and worked in the USA for 4 years. Nathalie joined Symrise in 2008 as Senior Perfumer, working on all types of projects, trying to tell stories in each of her perfumes. Among her creations for majors, let's mention **Van Cleef & Arpels 'Gardenia Pétale'**, **Hermès 'Eau des Merveilles'**, and niche perfumes such as **Etat Libre d'Orange, Comme des Garçons...** Cooking is her another inspiring passion which is linked to her curiosity for ingredients in nature.

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

### ■ Focus on Karine Boudot perfumer and founder of PCA

Very early, Karine Boudot decided to become a perfumer and studied chemistry to gain access into the ISIPCA. In 1998, she debuted as a trainee under the direction at both Chanel (under's Jacques Polge) and François Demachy (Dior's Perfumer in house now). After a brief passage at Takasago, she worked for a French perfume house in Paris. She then founded with her husband (also a perfumer) her own Fragrance House, named 'Parfumeurs Créateurs Associés' (PCA) in 2006. She has since signed creations for many beauty brands, such as **Ella Baché, Natessance, Jean-Claude Biguine, Esthederm, Thalgo** and some 'niche'... Karine likes also to work on home fragrances projects (Citizen Bio) and fragrances for HBES (leader in olfactory marketing).

For more info : [contact@pca-neuilly.com](mailto:contact@pca-neuilly.com) - [www.pca-neuilly.com](http://www.pca-neuilly.com)



I TRY TO TELL  
STORIES WITH  
MY PERFUMES



Known for fine fragrances, Fragrance Resources has signed many great classics (for major brands and niche) such as **Dior, Coty, Lacoste, Lolita Lempicka, Les Parfums de Rosine, Jo Malone, Givenchy, Montblanc...**and recent **Miss Pucci** and **Mauboussin Rose For Her**. **Hélène Jamin, Marion Metral and Sarah-Lee Khalfoun** joined the team as sales and fragrance development managers.

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

### ■ Atelier Fragrance Resources Paris

Run now by **Alexandrine Demachy** (former manager of the IFF' creative center), *Fragrance Resources Paris* has set up its new offices in an ancient workshop in Levallois Perret, a few months ago. A place dedicated to creation, passion, discussion...

The setting is very intimate and cosy with its little garden full of plants and fig tree, bathed in light, with updated equipments in the laboratory, the Atelier Fragrance Resources offers to its clients and creative team, the feeling of proximity. There is a beautiful homey feeling in the atmosphere.



*Benoist Lapouza & Delphine Lebeau*

FR team is composed of perfumers **Benoist Lapouza** (also creative director), **Delphine Lebeau** (description in WFN 34), and can work in a peaceful setting on all projects (fine, toiletries and home care), with highest quality in raw materials they chose themselves with true craftsmanship.

### ■ French Fragrance Foundation, survive or die ?

Since its creation in the US, the mission of 'Fragrance Foundation' is to celebrate the creativity of fragrance, to enhance the image of the fragrance industry and to expand the appreciation and use of fragrance in all its forms, as an educational trust. Fragrance Prizes 'FiFi awards' have been considered as the unique reference in the fragrance events. International foundations have perpetuated this mission with success. **In France, the 20 year old organization has not found its role and status yet, being challenged by many competitors from media.**

The position of the leadership of the managers at the French organization is open in december and it will be an opportunity of **rebirth and growth**. Members (main companies) attending to the Assembly (**6th of december**) will have to **build a modern and legitimate project aimed to defend their industry...** And be **closer to the public**. Otherwise, the French institution may disappear. It would be a pity ! So wait and see for the announcement.

For more info : [www.fragrancefoundation.fr](http://www.fragrancefoundation.fr)



### ■ What's up at L'Osmothèque ?



©L'Osmothèque

L'Osmothèque is the **International Perfume Repository**. A unique place in the world located in Versailles (France) founded in 1990 by Jean Kerléo (perfumer), now run by a dynamic and **passionate entrepreneur Patricia de Nicolai** (perfumer and owner of her brand, Nicolai) and her team of **Osmothecarians (Jean Kerléo, Yves Tanguy, Emmanuelle Giron, Jeanne-Marie Faugier, Bernard Bourgeois, Pierre Boudot, Ange Zola)**. Today L'Osmothèque is blooming ! It is an exceptional museum which hosts a collection of more than 2000 perfumes (400 extinct and disappeared from the marketplace) and secret formulas given by brands.

The activities of L'Osmothèque are rich, for professionals and the public : beside the repository of historical fragrances, there is also **education via smelling sessions, courses, training about history, public and private conferences**, newsletters about perfumery and perfumers ... This 20 year old institution has expanded to New York and will develop its actions globally by **perpetuating its role of expanding the knowledge of perfumery. A must have.**

For more info : [www.osmotheque.fr](http://www.osmotheque.fr)

### ■ Les Sapins de Noël des Créateurs (16<sup>th</sup> edition) Charity show and dinner – 5<sup>th</sup> of december 2011

When architecture, fashion designers and beauty meet at Christmas, for a week, it's to exhibit their original **sapins de Noël des créateurs** in Salomon de Rothschild's Hotel, in the heart of Paris. A not-to-be-missed operation dedicated to **the research against cancer**. The event is organized by fashion specialist **Marie-Christiane Marek**, president of this **noble cause & association A.V.E.C** founded by **Prof. Khayat**, which ends the exhibition by a **charity dinner**. Many celebrity houses of fashion or design support the event but the organization **needs to be more sustained**. The conditions of participation (**table at € 5.000** for 10 hosts including VIP), individual places for a great evening including, sale auction, cocktail, dinner, exhibition ...) will be detailed by Géraldine Solny (email : [geraldinesolny@lessapinsdenoeldescreateurs.org](mailto:geraldinesolny@lessapinsdenoeldescreateurs.org) cellular 06 64 72 14 32)



*Hotel  
Salomon de Rothschild Paris  
1<sup>st</sup> of dec 2011 - 7<sup>th</sup> of dec 2011  
Open to the public  
Presentation to the press on  
the 1<sup>st</sup>.*

Guests :  
ALI MAHDAVI, BARBARA RIHL, CHANEL, CHRISTIAN BIECHER, CHRISTIAN GHION, CHANTAL THOMASS, CHRISTOPHE JOSSE, DAMIEN DA ROCHA, DIANE VON FURSTENBERG, DIOR, DRIES VAN NOTEN, DSQUARED, ELIE SAAB COUTURE, ESMOD, JEAN-CLAUDE JITROIS, JEAN-CHARLES DE CASTELBAJAC, JEAN-PAUL GAULTIER, JEAN-JACQUES ORY, JOSÉ LEVY, LOUIS-MARIE DE CASTELBAJAC, LES GARÇONS, MAXIME SIMOENS, MARC ANTOINE BARROIS, MATHILDE DE L'ECOTAIS, OLIVIA PUTMAN, PIERRE HERMÉ, RACHID KHIMOUNE, SÉBASTIEN PARFAIT, SMALTO, SONIA RYKIEL, STELLA McCARTNEY, STEPHANE ROLLAND, THANOS KYRIAKIDES-BLIND ADAM, TRUSSARDI, VUITTON

### ■ Jo Malone – The British saga

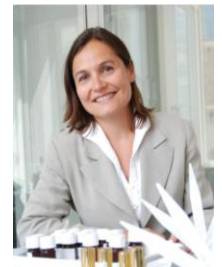
Enter **Jo Malone's** universe is discovering the pure British tradition of refinement in beauty and home products. All began in London, where Jo Malone created customized and handmade skin care products for women. Jo Malone's first scented creation was a '**Nutmeg and Ginger**' Bath oil. She invented the concept of combining fragrances and created bespoke fragrances. Therefore the **Fragrance Combining™** was her first business when she opened the boutique in Chelsea, London in 1994, with the famous exclusive service **Tasting Bar™** (offering an exfoliation, followed up by a massage). The **Scent Surround™** is the art of fragancing home and cocooning with fragrances, scented bath lines and candles.



Since the debuts many fragrances have been created. Among them, Amber & Lavender, Vetyver, Grapefruit, Verbenas of Provence, Pomegranate Noir, French Lime Blossom, Honeysuckle & Jasmin, Lime Basil & Mandarin, Blue Agava & Cacao, Red Roses, Wild Fig & Cassis... The latest collection is composed by **Christine Nagel** (Mane) who signed the Cologne Intense Collection and the light white floral **Wild Bluebell Cologne** (just launched in Sept). New Christmas gift sets will be introduced by crackers. Jo Malone is a brand of the Estée Lauder Companies since 1999.  
For more info : [www.jomalone.fr](http://www.jomalone.fr)

### ■ Focus on Karine Cévoz-Goyat, Identité & Concept

After major marketing experiences in fragrance brands (Givenchy, BPI, Coty Lancaster, Perfumer's Workshop, and fragrance house (Givaudan as Europe Marketing Director), **Karine Cévoz-Goyat** has created her own consultancy company last year : **IDENTITÉ & CONCEPT**. She proposes to accompany brands in their marketing development and strategy. She can step in making a brochure, a website, a product and help to build a brand identity with the help of a dedicated pool of experts (photographers, perfumers, lab, designers, graphists, webmasters, writers...). Her 'pluses' are into exploring and recommending concepts.



For more info : [karine.cevoz-goyat@wanadoo.fr](mailto:karine.cevoz-goyat@wanadoo.fr) - [www.linkedin.com/in/karinecevozgoyat](http://www.linkedin.com/in/karinecevozgoyat)

### ■ Focus on Joëlle Demange, 4P Concept Consulting

Bags, vanity case, sets, pouches... Joëlle Demange is an expert in packaging development for fragrances and cosmetic brands. She has been working in this sector since 40 years and founded her own company, 4P Concept Consulting which is specialized in conception, realization and production of promotional gifts.

For more info : [www.4pconceptconsulting.com](http://www.4pconceptconsulting.com) - E-mail : [joelle.demange4pconcept@orange.fr](mailto:joelle.demange4pconcept@orange.fr)

### ■ Focus on SGD glassmaker of celebrities fragrances

World leader in glass bottles manufacturing, SGD dedicates its know-how and innovations to the brand's creativity. A success underlined by the numerous customized products launched in 2010-2011 and produced by SGD are beautiful illustrations of a fusion between **innovation** and **creativity**.

Its production capacity, agility and expertise in decoration position SGD as the ideal partner for the launch of celebrity fragrances which has confirmed their success.

Few examples of SGD' latest creations :

**Rihanna** – REB'L FLEUR In Top 25 , US Women Fragrances Sales (Source : NPDP)

**Mariah Carrey** – LOLIPOPS SPLASH: Lacquering Innovation with fluorescent Inks

**Beyoncé** – HEAT RUSH: New 2011 flanker

**Taylor Swift** – WONDERSTRUCK: A "Phenomenal Success"

**Beyoncé** – BEYONCE PULSE, a premium "Celebrity" launched in Sept. 2011.

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



### ■ Humiecki and Graef

In 2008, **Sebastien Fischnich** and **Tobias Müksch** founded their fragrance brand Humiecki and Graef. When it came to naming the brand, the two german designers chose the maiden names of their respective centenarian grandmothers, creating a very special fragrant memorial to 2 extraordinary women. Maverick perfumers **Les Christophs** (Laudamiel and Hornetz), known for their stylish creative contribution composed this collection of 8 luxury eaux de toilette reflecting a different facet of the entire spectrum of human emotion, from fury to elation : Eau Radiieuse, Blask (latest creation), Bosque, Clemency, Askew, Multiple-Rouge, Skarb, Geste... In Autumn 2011, the brand launched a limited porcelain edition, for 4 of the 8 H&G fragrances.  
For more info : [www.humieckiandgraef.com](http://www.humieckiandgraef.com) - [france@humieckiandgraef.com](mailto:france@humieckiandgraef.com) (France retail)



### ■ Dali Eau de Toilette by Salvador Dali

We all know its famous lip-shaped bottle, the Dali's signature in flaconnage. Thirty years later after the first launch of Dali the Perfume, Salvador Dali comes back with a new young and dazzling interpretation, *Eau de Toilette*. Signed by compatriot spanish **Alberto Morillas** (Firmenich) Dali eau de Toilette is a *fresh, floral, musky* paying tribute to Gala's favorite essences : *citrus notes, jasmin, rose and magnolia, softened by white musks and vanilla-wood*.



### ■ Femme Totale Dita Von Teese by Dita Von Teese

Burlesque model, actress, and strip teaser Dita Von Teese is launching her first own fragrance this month, with Ars Parfum and Luxess-group. **Nathalie Lorson** (Firmenich) signed it composing with *Bulgarian rose, Tahitian tiare flower, jasmine, peony, sandalwood, patchouli, bergamot, guaiac wood and musk*. The bottle is inspired by the vintage Art Deco style of the 1930's, architectural and black tinted with striations, with an atomizer ball, black silk tassel and red bead. The box is black with a silver and red logo comprising feather plumes, a shield and tassels.



### ■ Cuir Fétiche by Maitre Parfumeur et Gantier

Very confidential brand (gloves and fragrances) was threatened by disappearing only a few months ago. And it would have been a pity ! The brand is re-energized with fresh blood thanks to owner JP Millet-Lage and associate Eric Mérand. **Cuir Fétiche** is the latest launch (leather floral ambery fragrance with a skiny-musky effect, composed by **Millet-Lage and Frédéric Stalin**) and other fragrances are planned for 2012... A rebirth for this brand which has a collection of great fragrances and candles such as **Fraîcheur Muskissime**.



For more info : [www.maitre-parfumeur-et-gantier.com](http://www.maitre-parfumeur-et-gantier.com)

### ■ The Millennium Fragrances

**Frédéric Beaulieu and his wife Priscilla** have cofounded the company 10 years ago, dedicated to scents for babies and kids under French brands **Kaloo, Clayeux, and recently Corolle**. A little market they invested in and where they are the leaders. For Corolle, designer **Serge Mansau** has been asked to design the new bottle for girls (scents 'vanille', 'cerise', 'rose' & 'fleur'). For Christmas 2011 fragrances sets will be available. The company has other projects in its *toy box* for 2012... To be followed up soon !



#### > Upcoming fragrances

– not to be missed !

Byredo's Seven Veils  
Madonna's new fragrance Truth or Dare (with Coty)  
Kate Perry's Meow !  
Dolce & Gabbana's new Velvet Collection  
Classics by YSL 'La Collection YSL'  
Juliette Has a Gun's Romantina  
Tom Ford's new Santal Blush  
Parfum d'Empire's Azemour les Orangers  
The Body Shop's White Musk Libertine  
Viktor & Rolf's Spicebomb

#### > Miscellaneous

Later this month, Luca Turin and Tania Sanchez's latest book, **The Little Book of Perfumes** is released.

**Parfums & Amour, Exhibition at MIP** (Musée International de la Parfumerie, Grasse, France). Until 14<sup>th</sup> of February 2012 (*Valentine day*), this exhibition is **about perfumes and love** with conferences about 4 key themes : sacred love, filial love, relational love, carnal love...

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

Waiting for Denyse Beaulieu's new book in March 2012  
**'The Perfume Lover'**