

Web Fragrant Newsletter

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WFN 65 x Friends
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Nathalie Pichard
[toPNotes]

Expertise in Fragrance and Sales Education

Content

Fragrant Creators

Jérôme di Marino – Takasago
Irène Farmachidi – Technico Flor
Patrick Veillet – Maison N-Cigale
Nathalie Vinciguerra – Anima Vinci

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Charlotte Tasset – Printemps
Yannick Decary – Excellence Diffusion
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New Launches

A selection of new fragrances to sniff

ART MEETS ART

A new fragrance brand inspired by
cult songs, available at **Printemps Haussmann**



Ali KASHANI is totally crazy about music and veteran from L'Oréal and Unilever, where he led the development of several famous fragrance concepts and advertising campaigns (awarded 3 times at Cannes Advertising Festival). The concept of Art Meets Art is simple: a perfumer interprets a cult song. **Famous perfumers from Firmenich**, Alberto Morillas, Christophe Raynaud, Fabrice Pellegrin and Frank Voelkl have participated in this original new brand.

You can find it exclusively at Printemps Haussmann.

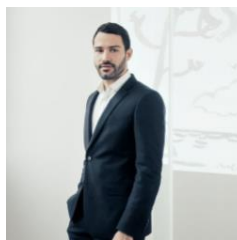
The collection is composed of 5 fragrances: **Lilac Wine** (new), **Besame Mucho**, **Sexual Healing**, **Like a Virgin**, **I put a Spell on You**

Visit the page www.instagram.com/artmeetsart



■ Jérôme DI MARINO – Takasago

Perfumery, just like all the other forms of art, is a sensitive reflection of society.



Jérôme Di Marino has always been very sensitive to design, fashion and art in general, and made his decision to work in perfumes when he was very young. After a degree in chemistry, he graduated in 2008 at ISIPC and joined Givaudan as an apprentice-perfumer, working alongside Nathalie Cetto. In 2011, he perfected his training by working with Françoise Donche in Parfums Givenchy's olfactory unit. She sharpened his understanding of product development and his perception of the challenges involved in creating perfumes for brands. Jérôme joined Takasago in 2012.

For three years, he was **trained by Francis Kurkdjian**, who imparted his expertise and thoroughness, and taught him how to turn his ideas into fragrances. Jérôme believes that finding his inspiration in other worlds is essential. Among his first creations: Première Note, Aura Tonka, Tasman Santal and 'LEau Sézane by Sézane... and Black Daniel Hechter (he won a Fifi Award for it).

■ Irène FARMACHIDI – Technico Flor

Acquainted very young with tastes & smells, Irène Farmachidi discovered later the work of perfumer that matches with her creative state of mind and rigor. Graduated of Isipca, she perfected her training working with well-known perfumers like Maurice Roucel, Dominique Ropion, and joined the Technico-Flor team in 2012. Polyvalent, she likes to fully immerse in brand stories and identities for any kind of application: Fine Fragrance, Cosmetics, Beauty Care, Candle... What finally matters according to her, is to perfectly express the emotions insuflated to fragrances. Among a lot of nice creations, she signed some musky perfumes of **Sylvaine Delacourte's new collection, Gaïac Mystique by L'Atelier de Givenchy, Nuxe's Bio Beauté Cologne Fraiche...** and others are in the pipeline...Wait and see! Irene is really talented.



■ Patrick VEILLET – Parfums N-Cigale

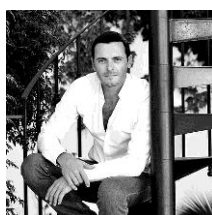
Created in Provence by Patrick Veillet, **N-Cigale** is a Maison de Parfum whose universe features a refined lifestyle, emblematic objects and singular jewelry charged with deep meaning. Ultra-contemporary yet authentic, la Maison N-Cigale is a subtle alchemy of exceptional artisanal art and cutting edge technology.

Founded on an omnipresent cultural icon of Provence whose ancient meaning has been forgotten, Maison N-Cigale highlights an emblem which through Apollo embodies beauty, art and creation. The Cicada, a fascinating creature because its universe extends far beyond borders...

The first collection of perfumes is called: **Les Parfums Pluriels**. These Eaux de Parfum go beyond convention, and were created to be freely and generously used according to one's mood or desire. Conceived to create a perfumed world, unlike typical fragrances, wear Parfums Pluriels on the skin and/or release them in the air, spray them on a silk scarf, a linen curtain. Other creations will come up soon...



The flacon is designed to proudly stand as a decorative sculpture



Artistic director, creator of haute-couture accessories, designer, illustrator, make-up artist, poet, visual stylist and scenographer... **Patrick Veillet** is a complete multi-talented artist. He opened his first boutique in Marseille, conceived as an elegant salon of black glass, next to the old port.

For more info: www.n-cigale.com

■ Nathalie VINCIGUERRA – Anima Vinci

Anima Vinci is a range of consciously created fragrances designed to evoke a passionate and emotional effect on the mind, heart and spirit. Through blending science and nature, each unique scent has been crafted to offer a genuine and mind opening journey.

In collaboration with **independent suppliers and farmers** from around the world, all of our products have been made with a sustainable approach. Our blend of rare ingredients and formulas will leave you feeling uplifted, confident and upbeat.

Beginning of October 2017, Anima Vinci will launch five very unique fragrances and three candles consisting of uplifting ingredients inspired by *Petit Elixir de Nature*, a book published by Albin Michel, which rooted Nathalie's passion for scents. This book has been an important turning point for Nathalie as each story represents an olfactory formula of the five EDP launched today under Anima Vinci. Nathalie teamed up with a renowned designer, **Federico Restrepo**, to **develop the pebble bespoke bottle and brand identity**.

Each fragrance was developed by perfumers who are the ultimate experts and alchemists in their olfactory category:



Lime Spirit: Citrus leathery Cologne developed with passion by **Christian Provenzano**

Rosa Prana: Chypre Floral Rose created with love by **Randa Hammami**

Jasmine Yang: Floral Jasmine - Frangipani developed under the sun by **Thomas Fontaine**

Wood Of Life: Woody Aromatic - A meditation in a bottle created by **Michel Roudnitska**

Oud Delight: Oriental Oud developed in Dubai by **Christian Provenzano**

The Anima Vinci eaux de parfum can be purchased on line at **animavinci.com** at selected department stores and retailers from October 2017 at € 170.

Nathalie:

I have always believed that fragrance has the power to immerse us in the universe's energy and nature's beauty. My goal was to create scents that would elevate our truest selves, give clarity of mind and uplift the spirit. I am filled with joy to be able to express my dreams through this collection of fragrances. It's been a pleasure to have worked with passionate perfumers and dedicated sustainable suppliers who share in my enthusiasm to give more positive energy back into the world. Unlock your senses and begin a new journey!

■ Charlotte TASSET – Printemps director of women's fashion, beauty, lingerie and children



A new ambiance, a unique destination. **A giant bathroom in Paris!** The new French beauty department store Printemps, it's Charlotte Tasset's. It was her conviction that it was time to break away from traditional and conventional department store and create a new desire among consumers, by offering a *fun, cool, fashionable* place for beauty. The result is an incredible **3,000 m² of real light, and three floors dedicated to perfumes, make up and skin care.** The aim was also to push brands to portray themselves differently from chains, and showcase their DNA, experience and stories behind the products. New standalones, new olfactory experiences to live.

The fragrance floor is intended to be an expansion of La Belle Parfumerie concept (2011), and to go further by revealing new interesting *small* brands. The ground floor and the basement aim to indulge and pamper with treatments, hair care, make up and ...stay all day long, to be the most beautiful shopper! **WFN invites all its readers to spend time in this must-see temple of beauty.**

■ Yannick DECARY – Excellence Diffusion

Expert, customer oriented, dynamic and easy to work with.

Yannick Decary is the founder of **Excellence Diffusion**, a French company dedicated to accompany fragrances & cosmetics brands to develop their business on the most prestigious market of the world. And one motto: a tailored made service of excellence.

Yannick began his career as a salesman and developed his competences and expertise in **sales and distribution** with EuroItalia and then Lolita Lempicka where he succeeded in many fields over 10 years. He knows the business perfectly and his easy, friendly relationship with all beauty staff is one of his key strengths and talents. With a strong network of pros, for more than 25 years, Yannick and his team propose a bespoke full service in strategy, distribution, marketing, training, digital and recruitment. **Molinar, Castelbajac, Hollister, Abercrombie, Oscar de la Renta** are among his clients.

Contact: ydecary@excellencediffusion.com, for more info: excellencediffusion.com



■ Priska SARRAMEA – Make Hit Happen

The **communication agency** Make Hit Happen is a unique source of refreshing news and ideas for any brief coming out: the founder **Priska Sarraméa** and her team of talented and funny designers bring their creativity to awaken your brand, enrich or **invent your stories.** Concepts are alive in packs, sets, communication or corporate videos, website, pop-ups ...

Métropole Toulon Provence Méditerranée, Groupe Technico Flor, Sugar x Swarovski, Wiko are among the clients. **Elected 'Creative agency'** by the marketers guide, thanks to Priska's career. What are you waiting for? It's time to make your projects happen☺

Contact: priska.sarramea@gmail.com, for more info
www.makehithappen.com



■ New Launches, WHAT'S UP?

Many fragrances are being launched this fall, here is a WFN's selection. Names, packaging, intense raw materials, olfactory structures...such audacity!



Exemplaire
Parfum d'Initié



Room 1015
Hollyrose



Affinessence
Musc-Ambre Gris
Cuir-Curcuma



Dear Rose
Oud Vibration



**Le Cri de la
Lumière**
Parfum d'Empire



Terry de Gunzburg
Délectation Splendide



Karl Lagerfeld
Bois de Vétiver
Fleur de Pêcher



Olfactive.Studio
Woody Mood



Carven
Paris-Izmir



**Maison
Kitsuné &
Heeley**
Note de Yuzu



Sézane
L'Eau Sézane



Parfumerie Générale
Suede Osmanthe



Tom Ford
Fucking Fabulous



Il Profvmo
Silvana



Creed
Viking

Now available at Le Bon Marché Paris