

■ Focus on Serge Majoullier (Mane)

Serge Majoullier comes from the South of France where he learned his craft from his Perfumer Father. Serge Majoullier decided to become a perfumer too. He has worked in marketing, evaluation and R&D departments in the USA and in Paris. Among his creations, **L'huile prodigieuse by Nuxe, and more recently, Verdon by L'Occitane, Womanity by Thierry Mugler (co-signed with other Mane perfumers) and La femme bleue by Armani Privé**. All are very different and eclectic fragrances ! Serge really likes materials and, above all, naturals. He is in charge, within Mane R&D, of new raw materials and new olfactory facets. Fruit, vanilla, aromatics, spices : he dives deeply into them...to extract their olfactory soul. **"Jungle Essences"™** are the result of his research. Serge Majoullier remains dedicated to the development of new scented substances, dedicated to the passion for creation.



■ Focus on Delphine Thierry (Inspiration Libre)

New talent in perfumery, Delphine Thierry was exhibitor at Beyond Beauty Paris in sept 11, inviting visitors to stroll among her "Pousses de Style" nursery, pure and free inspired olfactive creations.

After a training in ISIPCA, L'Oréal and Chanel, she first joined 'prestige fragrance division' in IFF for 6 years in Paris, NY and Mexico, then in Mane for 5 years.

She established her own *Creation Studio* near Grasse with a partnership with Charabot – Robertet.

She has created for **Evidens de Parfums, Chantelle, Cloon Keen brands**, etc.

For more info : www.inspirationlibre.fr

Contact Delphine Thierry: contact@inspirationlibre.fr

■ Focus on Aurélien Guichard (Givaudan)

Diane von Furstenberg, Gucci Guilty Woman, Madly Kenzo!, Davidoff Champion Energy, Trussardi Uomo, Narciso in Color, ... All these scents will be arriving soon and are created by **Aurélien Guichard**. We all know his roots (in Grasse), his name. The son of perfumer Jean Guichard and sculptor Béatrice. He works with influential majors and made successfull Ricci Ricci and Gucci by Gucci pour homme! He likes to work closely with creators, and inspiring the brand. He has **two obsessions in creating a fragrance : beauty and emotion**.



■ Focus on Nathalie Lorson (Firmenich)

Nathalie Lorson was born in Lyon (France) and grew up in Grasse. After Roure's School, she began her career at IFF in home care and then joined Firmenich in 2000 as fine fragrance Perfumer.

Her portfolio of creations is impressive : she created for many big brands : **Burberry Week end, Deep Red by Hugo Boss, Encre Noire by Lalique, Sicily by D&G, Kate by Kate Moss and the last Amor Amor Forbidden**, to quote a few. Her motto: **« I try to blend fragrances with brand values, it is a way of being, of creating with my soul and with my mind, as well as my nose.»**

She recently collaborated with the Olfactive Studio project with Céline Verleure by composing *Autoportrait*.



■ Focus on Céline Verleure, Olfactive Studio Parfums

Who's that girl ? Her name is on every lips at the moment, as a buzz.

She began her career in marketing and digital departments (L'Oréal, Kenzo...), and she founded Osmoz at Firmenich... Céline Verleure has founded her own company, Olfactive Studio Parfums. She is launching her first own range of perfumes '**Parfums Inspirés**', inspired by photography and perfumery...



Chambre Noire, Still Life + Autoportrait are the name of the fragrances. They have been composed by celebrated perfumers like **Nathalie Lorson** (*Autoportrait*), **Dora Arnaud** (*Still Life*) +

Dorothee Piot (*Chambre Noire*) in association with modern artists. More exciting names to come ! For the distribution in France, go to *JOVOY Paris*, the new place to be for rare perfumes.

For more info www.olfactivestudio.com



■ Madly Kenzo ! by Kenzo (LVMH)



Madly. Butterfly. Ron Arad. Floriental.
"follies are the only things one never regrets" (Dorian Gray by Oscar Wilde)
 Madly Kenzo ! for women, a new important launch, after FlowerbyKenzo and all its interpretations or flankers. It's a floral oriental powdery, the olfactive DNA of the brand, and its territory of poetry, femininity and urban nature. A coded bottle created by Ron Arad's « bottle without name ». Like a wing of a butterfly, Kenzo Takada's favorite fashion colours and imprimés, *Madly Kenzo!* evokes freedom and happiness. **Aurélien Guichard, Givaudan** signed the fragrance, composing with *orange blossom, heliotrop, vanilla, musks and incense.*

■ Burberry Body by Burberry (Interparfums)

Luxury. Femininity. Burberry. Chypre.

Wrapped around a woman, the iconic Burberry trench coat evokes sensuality, femininity, and luxury. In this fragrance, an eclectic composition of fruity-chypre notes envelopes the body, creating a suggestion of effortless seduction. The fragrance opens with a fresh, green touch of *absinthe* and bright hints of *peach and freesia*. Elegance emerges in the heart, notes of *natural rose absolute and iris*, warmth of *sandalwood*. In the base, woody cashmeran and *creamy vanilla* join the sensuality of *amber and musk*.

Signed by **Michel Almairac, Robertet**. A huge special sample campaign is on place on the Burberry's fanpage.



■ Baiser Volé by Cartier



Baiser Volé. Stolen kiss. A Perfume of passion. A royal flower for the king of jeweller. Lily.
 Starring lily.. In all its nature and composition. Flower, petal, stamem. A true flower, a true desire of kiss. Cartier's celebrated perfumer in house **Mathilde Laurent** wrote this new opus with transparency, elegance, thruth. Like her character. *This lily reveals its crystal freshness, its voluptuous scent of vanilla and powder.*

Soft and impetuous as a stolen kiss. A delicate and solar fragrance for all women who want to be kissed.

■ Batacuda by L'Artisan Parfumeur

Brazil. Batacuda. Coconut. Tiaré

Like a samba ! Original, decalé and happy, here are the notes in the last l'Artisan Parfumeur's fragrance.

Duo of women **Karine Vinchon + Elisabeth Maier, Robertet Grasse + Sao Paulo** composed the juicy tonic sweet scent. *Lime, Cachaça, Mint in the topnotes for exotic appeals. Tiare and Ylang, like sunscreen on Ipanema beach...Coconut water to drink. A cocktail of happy mood for your body and soul.*



■ Sweet Redemption, the End By Kilian

Kilian Hennessy's last Sweet Redemption, the tenth and final fragrance in the **L'Oeuvre Noire** collection.

Calice Becker, Givaudan accomplice of all his creations composed the sweet notes of *powdery woods fragrance, including a deep orange blossom. A warm sensuous background of vanilla, myrrh, opoponax, benzoin and incense* envelopps the overall scent. And for Christmas, a refillable kit of 10 sprays will be available.

> **Upcoming launches - Not to be missed**

Relaunch of L'Altiq's Nylang, composed by Gérard Anthony
 Mon Parfum Chéri by Camille Goutal, a somptuous chypre fruity
 Steve McQueen - Bottega Veneta - Fairy Juice by Naf Naf
 L'Essence by Balenciaga Paris - Valentina by Valentino - Next Dita Von
 Teese - Wild Bluebell Cologne by Jo Malone (in WFN 36 nov, a special
 focus on the saga)...

> **The Perfume Magazine** opened in **September**. A professional on-line "super magazine" devoted to everything fragrant. Under **Raphaella Barkley's** passionate direction and dedication as Editor-In-Chief
www.theperfumemagazine.com

> www.vanitycase.fr a new feminine magazine on- line about fashion, beauty, trends...

■ **Perfume Guns by Editions de Parfums Frédéric Malle**



EDFM **shot** the atmosphere !
The brand launches 5 personalized home scents in big (500 ml) grey industrial sprays shaped as guns. Five scents composed by IFF's famous perfumers : **Rosa Rugosa** by **Carlos Benaim**, **Russian Nights** by **Sophia Grosjman**, **Jurassic Flower** by **Carlos Benaim**, **Café Society** by **Carlos Benaim** and **1^{er} Mai** is signed **Dominique Ropion**...
New home fragrances to "embellish life without being invasive"...
Frédéric Malle keeps on surprising us, showing that a niche brand can even launch highly qualitative scents in home care.

■ **Karleidoscope for women by Karl Lagerfeld (Coty Prestige)**

After Kapsule trio in 2008, a new launch. Magical, a kaleidoscope is a tube-shaped optical instrument that is rotated to produce a succession of symmetrical designs by means of mirrors reflecting the constantly changing patterns made by bits of colored glass at one end of the tube...Source of inspiration of the new Karl Lagerfeld's scent. Versatile, changing, multi-facets, with a deep sense of humor,... as Karl Lagerfeld himself, as any woman. The scent embodies its creator. **Noble, passionate and bold.** So what ingredient would have represented the best this kaleidoscopic fragrance ? Of course, *Violet flower and its leaves*... **Christophe Raynaud, Givaudan** has imagined a green (*angelica*),floral powdery (*heliotrop*) and woody (*enlighted by patchouli, benzoin, tonka bean*), bouquet. The fragrance will be exclusively available in Sephora by 1st of October



■ **Eau d'Ikar, first fragrance for men by Sisley**



Wild and sparkling. Event. Obviously Sisley.
After the launch of Sisleÿum, the first global skincare for men, Sisley is investing the brand territory towards men... by the launch of its first fragrance for men. **Eau d'Ikar, eau de toilette pour hommes.** It was so expected in the brand since its debuts and masterpiece 'l'Eau de Campagne' shared by both women and men.
Inspirations : *Icare* (the man who tried to fly and got his handcrafted wings burned by the sun.), the Greek islands, Corsica (roots of d'Ornano's family), fragrant raw materials, ...every ingredient of 'Eau d'Ikar' is inspired by Mediterranean strenghts and treasures. The fragrance is a *aromatic woody* composed by **Vincent Ricord, Expressions Parfumées** with the presence of *mastic*, used as the main typical mediterranean tree.

Seduction. Passion. Creativity. Pop. Excess. Striking. Provocative.

We were not used to this facet of Prada. The new fragrance for women is a nice surprise : an explosion of colours for senses expressing Prada's woman's femininity and excess. A new territory in the brand. *Prada Candy* has a luxurious and sophisticated bottle wrapped by a rubbon made of Saffiano pink leather. A 1950's cartoon box with a woman draw by François Berthoud on it. A pure delight embodied in TV/Press advert. by young actress **Léa Seydoux** under Jean-Paul Goude's eyes. The juice is coloured in happy sweet deep orange. *Prada Candy* on the skin (eau de parfum and bath line) appears like a clean, *not confectionary and too sweet excess of natural and synthetic ingredients.* *Overdose of rare Benzoin, Caramel accord + cocktails of modern Musks.* Audacious and addictive scent composed by **Daniela Andrier, Givaudan** author of many Prada's fragrances.

■ **Prada Candy by Prada**



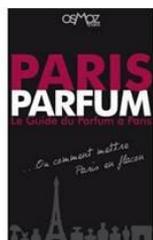
■ Mythologies, Candles by Renoma

Galleries de portraits parfumés by Renoma

Absinthe, Immortelle & Belieram are the new collection of candles designed for Renoma called Mythologies.

Photographer, designer, Renoma is known for his book « Mythologies », a book of pictures with animals dressed as men. *La Manufacture des Chateaux* has designed the candles composed by perfumers from **Charabot + Robertet** in Grasse. Distribution is assured by **Differentes Latitudes** in very selective places and perfumeries.

For more info : www.lamanufacturedeschateaux.com



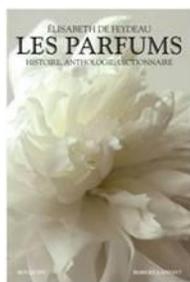
■ Paris Parfum by Osmoz

In each perfumista's purse : this little book! Becoming an expert in fragrances is quite easy with this little guide which includes all shops and fragrance tips in Paris, with gourmand places and addresses. *Opéra, Champs Elysées, Marais, Saint Germain des Prés...* each district hides a boutique : **Etat Libre d'Orange, Lush, Parfums Nicolaï, Etro, Dyptique, Aesop, Jo Malone, Colette, Caron, Jean Patou, L'Artisan Parfumeur, Penhaligon's, Salons du Palais Royal, Sephora...** A parisian tour to discover and smell all perfumes. Osmoz celebrates its 10 years old, happy birthday ! For more info : www.osmoz.com

■ Exhibition "Insiders's Secrets" by Drom

In 2010, Dr. Ferdinand STORP and Dr. Andreas STORP, Drom's brothers & managers, expressed the desire to open their private collection of antique flacons to the public. The first exhibition "*Revealed*" displayed showed the interest and the **curiosity for these precious bottles**. To celebrate drom's centennial in 2011, they wanted to exhibit this collection around the world, with the theme of "*Secrets*". Their collection inspired 13 perfumers composing 11 special scents for '*Insiders's Secrets*' an exhibition showcased in a contemporary curiosity cabinet where the vintage perfume bottles ring a pleasing echo with the present. After Paris in June, the second show will take in **New York the 12th of October**.

For more info : www.drom.com



■ Les Parfums. Histoire, Anthologie, Dictionnaire

PhD in History and well known fragrance consultant, writer and expert **Elisabeth de Feydeau** needed three years to write her new book. There are many researched stories and interviews. The book is big as a Bible and split in 3 main chapters, including the history and the stories of odors, scents and fragrances from the beginning of humanity until now. A deep travel through times, where perfumes have endorsed so many clothes (sacred, intimacy, health, hygienic uses, seduction, erotism...) and its underside : creation in perfumery, perfumers' job and the reality of the industry... A reference book about History and unrevealed secrets, conceived as a rich tool which will both please professionals and passionate connoisseurs. **Available in November 2011 - Robert Laffont Editions**

■ Journal d'un parfumeur by Jean-Claude Ellena

Jean-Claude Ellena, Hermès's perfumer in House, aka the « **writer of odours** » (self appointed) reveals, unveils, evokes his philosophy of creating a perfume, its hard process and how inspiration comes to him. Daily activities, travels, thoughts, concerns, questions, vision, ... Jean Claude Ellena has no taboo, talks about perfumery and marketing clichés... A little 'abrége' of odors (18 olfactory illusions) at the end of the book is added to **give the reader the illusion ...of creation secrets**. For more info : Editions Sabine Wespieser ; www.swediteur.com

> Laurent Assoulen, pianist and composer launches his new album Musc

At the same time he will unveil the Olfactive and Musical display at the International **Museum of Perfumery in Grasse** through permanent exhibitions, to enhance his work of the perfumed concert, created in 2008 with the complicity of **Guillaume Flavigny**, perfumer at Givaudan

For more info : www.laurentassoulen.com

> Paris Rives de la Beauté, 3rd Edition – Sept 28- Oct 2, 2011

For five days, the city of Paris will host *Rives de la Beauté*, the event that gives beauty players (brands, retailers, distributors and others involved in the industry) the chance to express their creativity through an astonishing array of aesthetic, artistic, sensorial and inspiring experiences.

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