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NEW FRAGRANCE REVIEW:Part One: Cecile Zarokian [1]-[3] + Fragrance as Art Draw



Fragrance as an art has been exciting me lately. Chandler Burr is opening the Olfactory Wing in the Museum of Arts and Design in New York, soon to tour. Pierre Gillaume has released his Huitième Arts collection. IFF has allowed its stable of top perfumers to show off their personal creations, brimming with artistic sensibility.



Now, to my delight, a collection of six fragrances and six illustrations have been created together by perfumer Cécile Zarokian, author of Amouage Epic Woman, and Matthieu Appriou, a highly renowned illustrator, in a project called [IP]01. These scents only reaffirm my conviction that the 8th art is not so much in the act of becoming, as having always been with us. We are simply realizing that we couldn't count. Now that we can, let me take you on a guided tour of the gallery of six scents, much as they appeared in L'Atelier-Galerie. **Today, the first three, appropriately entitled [1], [2], and [3].**

Ladies and Gentlemen. The tour begins.



Illustration by Matthieu Appriou

[1]: Although I have seen the first illustration already, I try to block it from my mind – hoping that I will thereby follow the presumed path of perfume first, illustration last. Am I wrong about that? Was it the other way around? Forget it! I will simply smell the fragrances and look at the pictures, and see how well they embrace each other. Smiling, I realize that was the goal all along – perfume and picture as one.



Painting by David Hettinger

My immediate reaction to the first pair is that the perfume and the picture do indeed match each other at a very fundamental level. There is a secret garden in the middle of this fragrance – an herbal, floral touch that literally jumps out of its center. And yet this presence is restrained. The immediate sense of the fragrance is subtly feminine, but the very first thing that I notice after that is, indeed, the herbal, *jardin* aspect – not unlike other fragrances styled on a garden theme.



Courtesy of Cécile Zarokian

And this is just sniffing the cap and bottle. I decide to open up the fragrance more, by putting it on paper. This is how it was meant to be sniffed at the exhibition, in addition to the Scentys diffuser, shown above.

Source : <http://www.cafleurebon.com>