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## Scentys Launches Exclusive Scents, Portable Diffuser

By JENNIFER WEIL

**PARIS** — Scentys, the fragrance systems maker and olfactive marketer based here, is introducing two new projects. There's a mini diffuser allowing for a room up to 222 square feet to be scented and a line of six new fragrances, called Les Exclusifs, by Takasago perfumer Antoine Lie.

Fragrance cartridges — containing dry scent — easily snap into the gizmo called Scentys Pocket, which costs 99 euros, or \$126.50 at current exchange, per unit. In Paris' Hôtel de Crillon's rooms since October 2011, its beta version has been available on the market for a year.

Meanwhile, as its name suggests, each scent in Les Exclusifs is destined for one client. The line will be extended over time.

“This collection was developed because it responds to a need of our clients,” explained Clément Jeanjean, Scentys' chief executive officer, who said people are increasingly looking for out-of-the-ordinary interior fragrances. In part, that means a move away from the traditional single-note scents.

“There is a need to have fragrances that are a little bit more personalized,” he continued.

Lie said he'd long wanted to work on ambient scents with the same high-end materials that he has been using for fine fragrance.

“We're returning to a perfumery that's more ancestral, more historic for me,” he said, adding he has been given “enormous liberty” to create Les Exclusifs scents.

One, called Laps d'Encens, includes notes of clary sage from Provence, incense from Somalia, nutmeg from Indonesia and vanilla absolute from Madagascar. Narcisse au Bord du Temps, meanwhile, contains notes of narcissus absolute, galbanum from Iran, violet leaf, Australian sandalwood and resinoid labdanum from Andalusia.



Scentys pocket.

*Photo By Courtesy*

The price to own each individual scent in Les Exclusifs is 8,000 euros, or \$10,223.

Overall, there are about 30 fragrances in Scentys' permanent catalog.

Lie began working at Takasago on Oct. 1. He formerly was a perfumer at Givaudan.

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