

■ **Thomas Fontaine (Pallida)**

Thomas Fontaine is now Jean Patou's new perfumer. Succeeding to Jean-Michel Duriez and Jean Kerléo. A new page is being written. The brand has been acquired from P&G (where Thomas has already worked before) by **Designer Parfums**, a company based in the UK (owner of Aigner, Agent Provocateur, Parfums Scherrer and Worth). After P&G and Mane, Thomas Fontaine has founded his own company '**Pallida**' as an independent perfumer, which allows him to create for Lubin (recent **Black Jade**), JC Brosseau (**Ombre Platine, Bois d'Orient**), Faberlic (**Cristal**). Let mention also **Apparition Pink by Ungaro** and **Cabotine Floralisme by Grès** ... A large palette of creations, in collaboration with Expressions Parfumées lab now.



■ **Antoine Lie (Takasago)**

Antoine Lie is an uncommon perfumer, who loves to play differently with raw materials. His *hot* news is his recent arrival at Takasago after several years past at Givaudan. Antoine has created for major brands (**Burberry, Givenchy, Ralph Lauren, Armani, Klein...**) and he can work for both classics and niche brands (**Etat Libre d'Orange, Comme des Garçons**). He recently created **Violet Blond, Azur Lime for Tom Ford**. He just made a collection of 6 exclusive fragrances for luxury olfactive identity with **Scentys Fragrances** system, a new expressive territory, using high qualitative raw materials.



The Murano bottle designed by Tomas Maier



■ **Michel Almairac (Robertet)**

Native from Grasse, Michel Almairac is as a master in the industry of perfumes. He begun at Roure, in toilettries, then at Florasynth, Takasago, Créations Aromatiques and now Robertet since 15 years. He has composed in solo or duo many successes such as **Davidoff's Zino, Dior's Fahrenheit, Chopard's Casmir, P.Picasso's Minotaure, Burberry London for Women, Gucci's Rush and Rush 2, Gucci pour Homme, recently Chloé, L'eau de Chloé and Body by Burberry. Bottega Veneta** is one of his latest composition (my *coup de coeur*). This modern chypre fruity leather fragrance has been created on an unexpected leather accord...Michel Almairac had just found the leather accord he'd been dreaming of. Bottega Veneta has been recently awarded by the **Figaro Beauté Stars Award** and many european ones. Michel Almairac likes creating with rose, patchouli and ginger to quote a few, and all olfactory structures.

■ **Jacques Cavallier Belletrud at Louis Vuitton Malletier**

Jacques Cavallier Belletrud joins LV as perfumer-in-house. The trend of perfumers-in-houses goes on in luxury. A big challenge for Cavallier who was used to work for fashion or fragrances brands. In his future laboratory in Grasse, he will give all his talent and passion to compose for a unique brand with high values of timelessness and art (tradition, craftship, excellence). A very expected coming back in fragrances for the brand after 'Eau de Voyage' and other perfumes nowadays discontinued.



Eau de Voyage In 1980

■ **Anne Merckling (Parfums et Idées)**



Anne Merckling is as discreet as her flaming red hair... Passionate about perfumes, she begun her career after ISIPCA in the marketing fields at L'Oréal, working as marketing group manager for Giorgio Armani. After a large experience, both in technical and marketing, she founded **Parfums & Idées** in the 90's working for companies (development, evaluation, judicial expertise). Her customers are **Coty, LVMH (Sephora), Hermès and Clinique... and mass market brands**. Anne Merckling shares also her know-how with individuals (training, 'fragrance consultations' and bespoke perfumes). For more info : [www.parfumsetidees.com](http://www.parfumsetidees.com)

7 key words of  
the Manifesto

Dream  
Beauty  
Surprise  
Alchemy  
Know-How  
Heritage  
Future

■ France - **La Belle Parfumerie by Le Printemps Haussmann, the Scent Room**



*La Belle Parfumerie* is much more than a new place (2.000 m<sup>2</sup>) into 'Le Printemps Haussmann' department store with its dedicated *Scent Room*. At least, it's a deep claim, a motto, emerging from the idea that some consumers are very sensitive to the place where they buy exceptional and rare fragrances with beauty advisors.

This has been highlighted by a study made in collaboration with the expertise of **Osmoz**, based on a panel of passionate connoisseurs. *La Belle Parfumerie* is a true manifesto of the retailer expressing and defending freedom, creation, space, intimacy, respect and a new approach of beauty.

**Caron, Serge Lutens, Tom Ford, Editions de Parfums Frédéric Malle, but also Hermès, Guerlain, Dior (and many)** can express their identity in their own space of sale (boutiques). An audacious initiative in the reign of self-service to protect exclusive perfumery.

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



■ France - **Ministry of Culture and Communication January 2012**

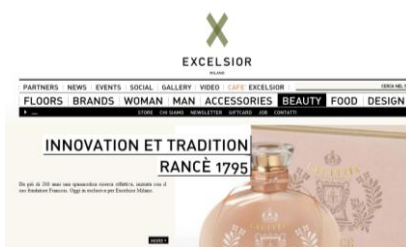
'**Le Ministère se met au parfum**', a new interactive exhibition at Palais Royal (Paris) open to show the history of perfumes and know-how of perfumers. At the inauguration, the French Minister of Culture acknowledged perfumery *as an art*. The honorific order of "Chevalier des Arts et des Lettres" has been bestowed to 5 great perfumers : **Daniela Andrier** (Givaudan), **Françoise Caron** (Takasago), **Olivier Cresp** (Firmenich), **Dominique Ropion** (IFF) and **Maurice Roucel** (Symrise). Congratulations !

■ Italy - **Esxence and Excelsior**

**Celebrating Esxence 2012 March 2012**

Italian perfumery has deep roots in history (among the famous eau de Cologne created by Giovanni Paolo Feminis in the 17th century). Ancient and modern brands still co-exist together, whereas fragrances are retailed in independent perfumeries. Today artistic perfumery (niche brands) is an economic reality that *Silvio Levi* knows very well. He co-founded Esxence, the niche brand trade show. The third edition in Milano last year was successful with more than a thousand brands, coming from the world to show and defend their creation, the perfumery as an art and part of a global patrimony.

For more info : [www.esxence.com](http://www.esxence.com) (03/29 – 04/01/12)



**Excelsior Milano**

This fashion, lifestyle and beauty store has open in Milano. A luxe perfumery for exclusive prestige, niche and designer brands designed by Jean Nouvel, the excelsior is a new project of the Gruppo Coin, leader in italian apparel market. Gucci, Juliette has a Gun, Bottega Veneta, Byredo, Creed... Many exclusive brands are retailed there. [For more info : www.excelsiormilano.com](http://www.excelsiormilano.com)

■ Germany - **The Global Art of Perfumery in Dusseldorf April 2012**

Global Art of Perfumery is the **only trade fair in Germany intended for perfumeries**. A path to retail and distributors of perfumes and cosmetics since 2008, co-founded by Frank J. Schnitzler, Bernd Kruschka, GM of Cospar GmbH. A new award will be given on the 14<sup>th</sup> april : the "**Prix du Parfum Artistique**" for outstanding artistic fragrances will be awarded for the first time. [For more info :http://en.global-art-of-perfumery.com](http://en.global-art-of-perfumery.com)

■ **Bloggers and webzine about beauty and fragrances**

3 blogs to discover, 3 ways to dive into trends, products and raw materials...



**Editing beauty** is a personal blog about beauty (analysis, trends, interviews...) created and written by **Priska Sarramea**. Priska is also a dynamic and creative consultant in marketing for cosmetics and fragrance brands. She founded her own free lance consultancy few years ago after her career in Gucci, Escada companies, Sephora and Carolina Herrera. Look at her special eye on beauty and her *decalé* tone. <http://editingbeauty.blogspot.com/>



**Vanitycase** is a 100 % beauty webzine co-created by **Fleur Mirzayantz** two years ago. Free lance in communication and PR, Fleur has worked for Nina Ricci, Shiseido, retailer Monoprix (communication manager) and Carlin International (trend forecasting and style agency). Her webzine is about beauty trends, new products, interviews : very informative and fresh, Vanitycase is a must-have for all beauty addicted women. [www.vanitycase.fr](http://www.vanitycase.fr)



**Carnet de voyage olfactif** is **Christa Moreau's** blog. Christa is actually fragrance development manager at *European Fragrances and Flavours* based in Singapore. She created this blog to share her passion about Asia, travels, plantations, visits, odors and raw materials (Vetyver from Java, Clove from Bali...). She tells us in her *Carnet* all she saw and smelt in the region. <http://carnetdevoyageolfactif.com>

■ **Sylvie de France designer**

Sylvie de France founded her design agency in 1998 based on the principle that invention and innovation must never betray the heritage of a brand. Graduate of Paris School of Fine Art and ESDI (Industrial Design), her philosophy and her approach are founded on a creative approach built on a combination of professional and human values. She has worked for **Issey Miyake, Gaultier, Castelbajac, Lolita Lempicka, Ferragamo, Elie Saab**. Design by definition is part of the real world and know-how, requiring a combination of creativity, audacity and technical expertise. *Sylvie de France designer* is about graphism, volume, merchandising, packaging and edition. [For more info : www.sylviedefrance.com](http://www.sylviedefrance.com)



■ **Coming up fragrant books**

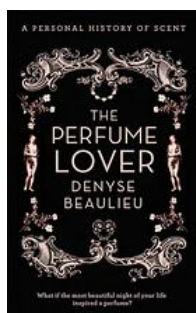
“On perfume making” by **Frédéric Malle**, illustrated by **Konstantin Kakaniss**

Frédéric Malle, “perfume publisher” as he defines himself, invites us on an uncommon journey through his tale, “Frédéric Malle on Perfume Making”. He unveils for the first time how a perfume is made and his particular way of working. This book tells the story of each of his collaborations with the most talented perfumers, their inspirations, complicities, and trade secrets. This first publication from Frédéric Malle is illustrated by Konstantin Kakanias with the foreword provided by Catherine Deneuve. It offers an honest, personal and sensitive vision of the close-knit community of renowned perfumers. It is published by Angelika Taschen. <http://angelikabooks.com>



**The Perfume Lover** by **Denyse Beaulieu**

Denyse Beaulieu is blogger *a la mode* for the perfume industry with her *Grain de Musc*, writing in both French and English. She **will launch on March 2012** her first personal history of scent called “The Perfume Lover” (english version). Denyse and a famous perfumer have been creating a perfume. The Perfume Lover is an unprecedented account of the creative process that goes into composing a fragrance, and a uniquely candid insider’s view into the world and history of fragrance. *We’ll wait for the French version in october 2012 !*



■ **Spicebomb** by Viktor & Rolf

Men, be careful, this bottle is a dynamite, a bomb ! If you open it, it'll boom !... Sensual explosion of hot spices and woods. Here is Spicebomb, a concentration of audacity and masculinity, a **combustion of spices** (*bergamot, grapefruit, elemi, pink pepper, chili, saffron, vetiver, tobacco and leather*) created by **Olivier Polge** (IFF) who created the female counterpart 'Flowerbomb'. Launch in February.



■ **Black XS L'Excès**, men and women by Paco Rabanne

**Excess, rock, guitar, passion... and seduction in a bottle.** For women, for men. The new olfactory interpretation of excess by Black XS. A skull around the cap, a suggestive fragrance and Iggy Pop, the star ... The fragrance for men is **Fabrice Pellegrin's** (Mane) creation : an oriental woody aromatic. For her, a floral addictive fragrance composed by **Emilie Coppermann** (Symrise), used to create in this franchise, and who composed around *neroli, jasmin, cashemiran, black vanilla and pepper*.



■ **Myrrhe et Délires**, L'Art et la Matière, Les Collections Exclusives by Guerlain

L'Art et la Matière is Guerlain's exclusive collection dedicated to modern luxury, like an hymn to enlighten a special raw material. In the history of fragrances, myrrh is one the first sacred essences offered to gods with frankincense and gold. Symbolic and mysterious, tears of the myrrh tree are amber-like, coming from Somalia or Arabia. Solar, aromatic, mossy, myrrh is multifaceted but quite radical to work in a fragrance. In Guerlain's fragrances, myrrh was quite never used. Fortunately, its oriental texture and smell suits perfectly in this ninth creation that **Thierry Wasser** softly composed by few floral notes, and some fruity, spicy hints of *delirium*.



■ **N°11 Cuir Styra** Les Essences Exclusives by Prada

N°11 Cuir Styra is a luxurious, mystical and sophisticated blend of leather and resins that radiates with subtle confidence. The composition is blended of *neroli and orange blossom*, as symbols of desire, as well as animalistic and spicy styra, leather, white musk, incense and vanilla notes. The creation is signed by perfumer **Daniela Andrier** (Givaudan) who already signed many in Prada's range.



■ **Gallery** by S.Bensimon

Serge Bensimon's gallery : Gallery. Duo of creators : Rami Mekdachi for artistic concept and **Benoît Lapouza** (Fragrance Resources) for the composition. Bottled in a transparent cube, the scent is a *fresh cologne*. Available in the Gallery S. Bensimon and e-boutique. For more info : <http://www.bensimon.com/fr>



■ **Expected ...**

- Cuir Noir Armani Privé
- Rose Diptyque
- Eau de Lacoste Rouge L.12.12
- D&G The One Sport
- Miss Dior Eau Fraîche
- Baiser Volé Extrait Cartier
- Madonna True or Dare
- Roberto Cavalli (Amber floral)
- L'Eau de Chloé



■ **Re-discover**

**L'Heure Convoitée II** by Cartier

**Mathilde Laurent** will always surprise us for our pleasure. Her last opus is about velvet, carnation, violet, strawberry combined with passion.



**Mona di Orio's** collection to re-discover and smell... In memoriam to a young perfumer passed away too fast last december.