

# The Scent of Air?

by Christopher Draghi

**W**e recently completed the formulation of an air-inspired fragrance for an upcoming eau de parfum.

What does air smell like? Nothing. And everything all at once. What we actually smell are all of the scent molecules that enter our nose from the surrounding environment, trees, flowers, dirt, pollutants, etc., and are further accentuated by associations we attach to them: Briny, stale low tide notes may remind us of summers at the shore, musty paper and oiled wood notes of an old library, or honey, floral notes from Mediterranean hillsides. Air doesn't have a smell yet it is brimming over with scent.

This time formulating we decided to create something new. From the earthly landscapes that have grounded most of our fragrances, we turned our sights towards the skies using ingredients like aldehydes and ozonic molecules. More specifically, our concept was to create a scent inspired by atmospheric changes and movements before, during, and after a storm of Central California where cooler ocean breezes from the West collide over dry earth with warmer inland and desert air from the East. This was the jumping off point for us to start blending raw ingredients. We felt invigorated to explore with the less tangible, to lose ourselves in a swirl of airy notes that, never-the-less, slot beautifully into our collection of eau de parfums. Think, the free-spirited cousin making an entrance at a family reunion!



There are many ways to approach fragrance development. The method that we employ is building a composition piece by piece through accords. Each accord is made up of a few to a few dozen single ingredients of top, middle and base notes that create a distinct facet of a final fragrance structure. It is like playing three-dimensional chess, anticipating not only how an accord, but each ingredient within that accord, will affect another, in contrast to a more linear pyramid structure with top, middle and base notes stacked vertically.

Our new scent composition opens with fresh air and green leaf accords that represent the calm before the coming storm; sun rays, white florals, green leaves and zesty citrus notes that are ethereal, bright and happy. Marine ozonic notes introduce an element of soft humidity to tie in following accords.

As the storm approaches the air becomes more dense. Animalistic musk, underbrush and damp earth notes add depth and mystery like a rolling fog. Electrically charged air then cuts through the density by way of bitter spices, camphor, metallic aldehydes, and even a bit of charred earth representing distant lightning strikes and thunder claps.

The air resets with the passing of the storm. Freshness and purity are reinstated with notes of coniferous woods and brisker aromatics. Cool aquatic molecules close the olfactory circle to emerge from the controlled chaos of the passing storm.

We've named our upcoming eau de parfum release, ki'lei. A name derived from a native Central Californian language, meaning 'cloud'. It seemed a fitting choice to capture the romance and drama of storm-swept air swirling above us.

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