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SHAPING THE FRAGRANCE INDUSTRY



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CAPTURING NATURE'S ESSENCE

CÉLINE ROUX & ANNE FLIPO ON THE FRIENDSHIP SHAPING A FRAGRANCE ROOTED IN SERENITY AND HARMONY

A canvas for creative minds to flourish, fragrance has long been for Céline Roux, VP Global Product Development at **Jo Malone London**, a collaborative act of synergy. With her bold inspirations, combined with the artistry of renowned perfumers, she has captivated customers worldwide, and joins us with IFF Master Perfumer **Anne Flipo** to unveil their bond, and nature-awakening inspiration behind their latest creation, **Hinoki & Cedarwood Cologne Intense**.

You two have been working together for quite a while, and your work has always been praised globally. It's wonderful to see a new creation from you both!

Anne: Yes, it's been impressive.

We've been working together for over 10 years now.

Do you remember how you first met?

Céline: It all started with a dinner in Paris, the day before a casting for new perfumers to collaborate with within IFF.

We talked, laughed, and had a great time. It was an instant match.

The day after, we had four/five perfumers presenting their accords and works, with Anne ending up winning the casting.

For me, it's all about human connection.

Fragrances aren't just about percentages of ingredients in

a formula; they're about people meeting and connecting.

Anne: You then gifted me a book about English gardens- I still reach for it, and it serves as inspiration for my garden in the north of France too.

Before I began working on any briefs, I also had delivered some seeds with that book to my office in Paris.

I received boxes from Jo Malone London daily, with no notes, just gifts, and was so curious about you and your approach to fragrance creation.

Céline: We connected easily.

Even though we were in London and Paris, we had many calls and exchanges since the start.

I knew Anne had worked for many big brands, and I wanted to make sure she wanted to work with me. The gifts were a thoughtful touch, but the real connection came from the conversations we shared.

Anne: Yes, our conversation began back then, and it continues to this day, almost every week, covering various topics.

We talk about perfume, of course, but also about other things like football and opera, which might seem unusual.

We even watch football matches together, though we've yet to attend an opera.

Our shared interests go beyond the obvious—nature, flowers, life in general.

We have similar convictions and lead independent lives.

That shared understanding seems to permeate your work together at Jo Malone London. The inspirations are often unexpected. How do your friendships and connections influence your creative work?

Anne: For me, it's the way we think.

It flows naturally.

If Céline says, "I'm not sure what I want, but not this," it's understood without needing too many words.

Our conversations always lead to progress.

It's important to connect in this way.



Some people work only through emails and evaluators, but for us, it's more direct.

We work closely and move quickly.

Céline: What I appreciate about Anne is her curiosity and lack of judgement.

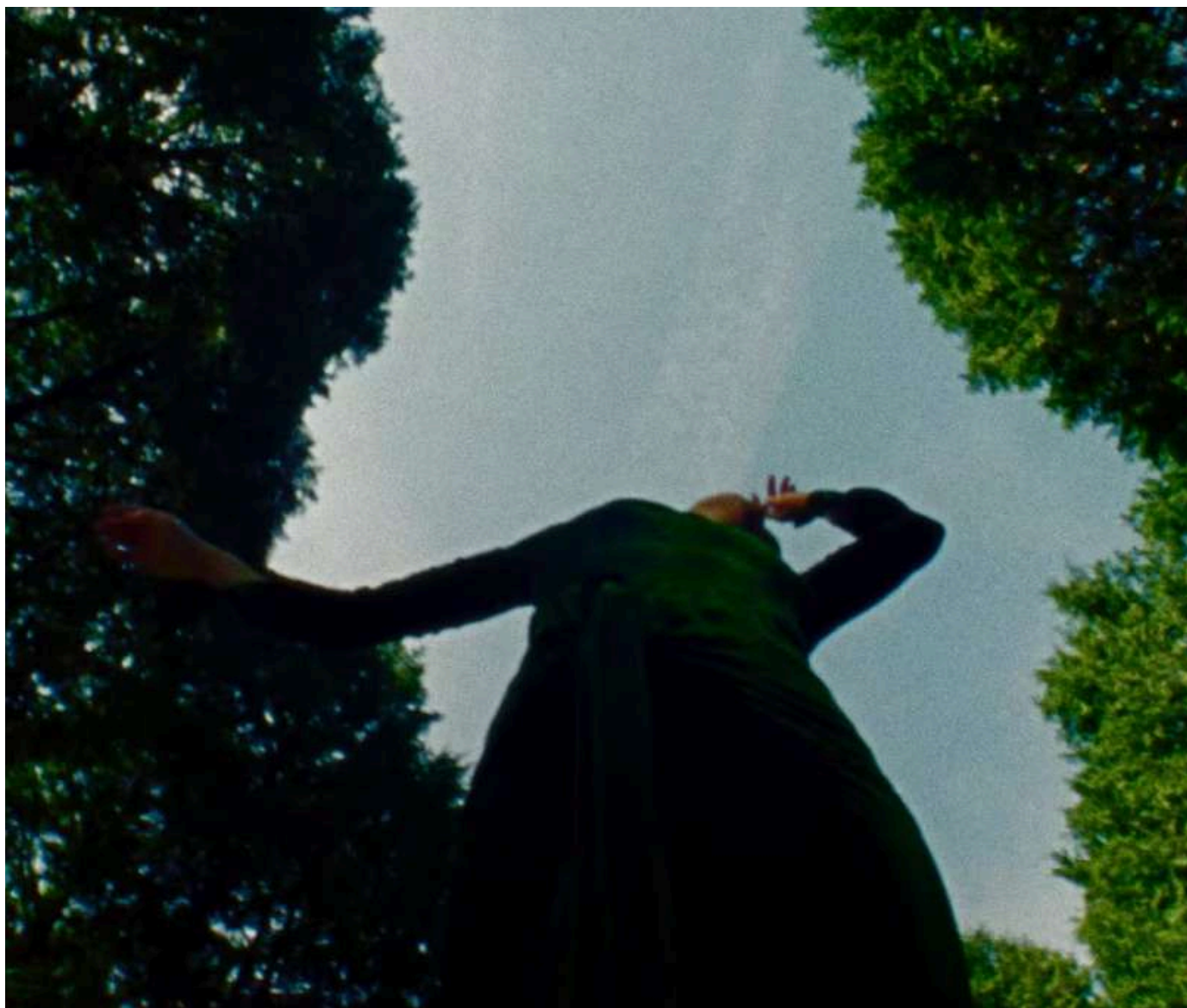
She's open to new ideas. I remember a candle we tried to create for charity— the creative idea didn't work, but it was still a valuable experience. We decided together that it wasn't worth pursuing, and that was fine. It was a constructive opportunity to evolve our collaboration.

We do have wonderful teams working with us, but this direct communication between us is really uniquely quick and efficient.

Just like with your collaborations, the new Hinoki & Cedarwood Cologne Intense seems to also reflect the latest developments in the fragrance global market, particularly the growing influence and appreciation of Asian aromatic culture. How did the idea for incorporating Hinoki come about?

Céline: It wasn't entirely unexpected.

We'd been working on a



woody accord for a while, based on cedarwood and sandalwood, which was quite creamy.

Then, in November 2022, I read an article about Hinoki, and it reminded me of a scent I'd wanted to create years earlier.

I mentioned it to Anne, suggesting that the special wood could be Hinoki.

But at the time, I didn't know if we could get a natural source of Hinoki, as it's not commonly used in perfumery.

Céline: I mentioned by chance that at IFF we had just started sourcing high-quality Hinoki.

When Céline smelled it, she knew it was right.

From there, we moved into incorporating and working around Hinoki oil.

How did you both first learn about Hinoki?

Céline: I first encountered Hinoki in Japan.

It's used in their onsen baths, where the wood releases a distinctive aromatic scent.

The Hinoki wood is sacred in Japan, and forest bathing, created in the 1980s, helps people relax and decompress.

That concept of grounding in nature guided us in creating the fragrance.

Anne: When you're inspired by the serenity of a forest, I wouldn't use gourmand or ambery notes. Instead, I proposed to add clean notes, which evolve very organically in the composition.

Céline: Exactly. Nothing in this project was forced creatively.

We even visited Japan together with our teams to meet the supplier. For this project, we sourced from a small family business, and they were incredibly generous and took us to the forest from which the oil is extracted. It's sustainable forestry, and meeting them added something special to the experience.

They even greeted us at the airport.

We were welcomed into such a respectful and kind environment.



And when you can connect with all the people involved in the making of a fragrance, it truly makes it special for everyone.

At Jo Malone London, the human collaboration, that creative human side of working, discovering, and creating together, is very important to me.

When you meet people in the industry, like our Hinoki sourcing partners, and see where the ingredients come from, it feels especially rewarding.

Anne: It's the best part of our job—connecting with people and constantly discovering and experiencing the beauty of fragrance. To have access to the real life of these people, seeing and smelling raw materials in their natural state, seeing the production to turn these precious ingredients into material for us perfumers... it felt very inspiring.

This precious, exclusive Hinoki oil reveals so many unexpected facets- Anne, can you tell us more about the exclusive IFF palette you've incorporated in this project that we can experience in Hinoki & Cedarwood Cologne Intense?

Anne: I incorporated Amber extreme and some exclusive musks, like Aldehyde C12 MNA- which has a very bright and clean facet.

Céline: Anne presented Aldehyde C12 MNA on its own, and we smelled it together- I loved it! It brings out the main feeling of cleanliness, airiness, and, as Anne says, a fizzy nuance.

I loved it so much that while we were working on the formula, I kept asking to overdose it.

Having an uplifting, fresh signature was my main goal for the fragrance, and it brings to Hinoki a very unique personality, additionally spotlighted by the brightness and greenness of Cedarwood.

Thank you so much for introducing your latest creation! Since Hinoki & Cedarwood Cologne Intense is deeply inspired by well-being and rituals, we'd like to end by asking: What feelings and wellness benefits do you hope people will experience when wearing the creation?

Céline: For this fragrance, I thought all the time of that feeling of when I close my eyes and smell a fragrance, and it can transport me to a place- in this case, I wanted people to envision a forest and imagine with all the senses the experience of forest bathing.

This ancient practice has been proven to reduce stress level anxiety and helps with mental recharge and stress management.

I think there is something very grounding in nature, in the forest and being in it- it's a decompressing feeling.

I hope Hinoki & Cedarwood Cologne Intense allows people to experience the magic of feeling grounded and connected to nature.



JO MALONE
LONDON

HINOKI
& CEDARWOOD
COLOGNE INTENSE



WEAVING FRAGRANCE & MYTHOLOGY

SOPHIE KING, NIC & RUTH MASTENBROEK PRESENT THEIR NEW CREATION, 'ARTEMIS'

Soki London continues to elevate the world of fragrance creation with the launch of 'Artemis,'

a scent that beautifully fuses Greek mythology with the essence of ethereal nature.

In this interview, we delve into the artistic journey behind this highly anticipated fragrance, speaking with founder Sophie King and perfumers Ruth and Nic Mastenbroek about their collaborative process and inspiration.

Artemis marks your third creative partnership- did you have any artistic and technical aspects you wanted to revisit/draw upon from previous collaborations for this launch?

Sophie: With this being our third fragrance, I thought it would be interesting to create something that could be worn all year round.

While **Aphrodite** has a tropical and light-hearted vibe, and Empress leans more towards the darker, autumn-winter

aesthetic, I wanted to capture something unique with Artemis.

This time, I incorporated some green and woody notes that we hadn't used before, but I also wanted to maintain a fruity top note with juicy nectarine and peach.

The reception of the mango note in Aphrodite has been

fantastic, and I think people really appreciate a strong fruity note that lingers beyond just the opening.

Ruth: What has been particularly exciting about working on Artemis has been the opportunity to collaborate with Nic and to translate Sophie's vision into a fragrance. Each time presents a new challenge, but it is also thrilling.

This time, the dynamic shifted a little; Nic took the lead on every aspect of the fragrance, and we came together to ensure that the tenacity, power, and radiance were all in perfect balance.

It was a wonderful way to showcase Nic's creativity.

Nic: Working closely with Sophie, who we are getting to know better with each collaboration, has been a thrilling experience for me.

Each time we seem to be getting closer to grasping what she is looking for.

There were numerous iterations in this process as we sought to achieve that fuzzy fruitiness and honey aspect she desired. I found that the journey of honing in on exactly what structure Sophie envisioned for the fragrance was the most rewarding part, despite the challenges.

Sophie, as a brand founder and perfumer, having direct insights from your international community of fragrance lovers must be invaluable for your creative process. With your influence in the fragrance industry, how do you balance your personal tastes with the preferences of your community? How do you stay consistent while also keeping up with trends and customer needs?

Sophie: One fragrance I've discussed on my YouTube channel for years is the original Gucci Flora Eau de Parfum, which features an osmanthus and peach profile.

I've recommended it countless times, and I've received many messages from people who purchased it after my endorsement and loved it.

When it was discontinued last year, I



reached out to my community, expressing how disappointed we all were and asking if they would be interested in a creation that drew on Gucci Flora from Soki London.

The response was overwhelmingly positive.

I've also conducted polls on various notes, and peach has consistently emerged as something people desire in fragrances.

Many of the available peach fragrances are quite fleeting or light, often bordering on body sprays.

It's truly fascinating and unique to be in such a position where you can leverage the privilege of having a deep, organic relationship with your community.

And how does this connection and closeness with the fragrance community lead your process, Ruth and Nic?

Ruth: The key aspect is to genuinely listen to what our customers want and to translate that into perfumery terms.

As Nic mentioned, we are continually getting better at understanding what Sophie is looking for, especially regarding that fuzzy peach texture we aimed to achieve.

I enjoy exploring texture in fragrance, as it contributes to longevity and creates various layers within the fragrance.

With Artemis, our goal was to ensure that every aspect of the fragrance had power and balance.

Nic: To add to that, I think this aligns with what Sophie's audience has been expressing for a while.

The unique selling point of Soki London is its powerful and refined fragrances.

The strength and depth that Sophie puts into each bottle are reflected in the brand's offerings.

Having direct feedback from consumers is invaluable, as we can refer to trends and reports, but those can sometimes feel abstract. The exclusive access we get through Sophie's community brings the process to life in a much more tangible way.

At what stage did the mythological inspiration and choice of paying homage to Artemis first take shape for Soki London?

Sophie: I would say the initial inspiration began around thirty years ago when I first watched Disney's *Fantasia*, which is one of my favourite films.

I've always found it to be incredibly magical.

There's a particular scene where the forest comes alive at night with fairies dancing, accompanied by Tchaikovsky's enchanting music. That scene has always captivated me.

Continuing with this mythological and fantastical theme for the brand, I believe that fragrance transports you away from reality. When you spray a fragrance, it imparts a persona and feeling that transcends your previous mood.

Therefore, Artemis felt like the perfect name, embodying the goddess of the forest while also being associated with the moon.

In Roman mythology, she is referred to as Diana, the moon goddess. I love the idea of intertwining the themes of the forest and the moon, which inspired the silver cap representing the moon and the

dark blue reflecting the night sky.

All these elements came together beautifully. The osmanthus, with its green, floral, and fruity notes, complemented the overall theme well. Over the years, the vision of the forest at night, inspired by *Fantasia* and Artemis, evolved in my mind into a cohesive concept.

What did it mean for you, Ruth and Nic to work on a brief like Artemis, which has such vivid imagery surrounding it?

Ruth: A brief like this is a real gift.

It allows us to explore our imagination and creativity.

In this case, we're drawing on woodland, nature, and that mystical connection.

We're trying to convey a sense of radiance, like a gentle breeze rustling through the trees. I can just picture those little insects that light up at night in May—like fairies.

Those images and scenes inspire me.

It's definitely an artistic endeavour, much like what Sophie does, painting a picture that we then translate into something that can be smelled.

Nic: I mentioned to Sophie during our initial conversation that I'm a bit of a geek when it comes to these things.

Although I haven't seen *Fantasia*, I've watched some YouTube clips Sophie directed me to.

I'm a fan of *The Lord of the Rings* and *Harry Potter*, as well as some more niche fantasy books.

We discussed Tolkien's Rivendell, the elven realm in *The Lord of the Rings*, which evokes that stunning woodland scenery where sunlight streams through lush greenery and flowers. It embodies a strong connection to nature.

At the same time, we also use technical references from Sophie's personal fragrance taste, like Gucci Flora and a Jo Malone London scent that Sophie particularly admired.

These references serve as a guideline for the notes and the overall feeling Sophie aimed to achieve.

However, for us, it's never about replicating these fragrances; rather, we refer to elements that Sophie loves and build on them.

This includes enhancing certain notes, like osmanthus and nectarine, pushing us out of our comfort zones—ultimately, this process leads to a more interesting and unique fragrance.

What you just mentioned, Nick, is very important. For many creatives and perfumers, having precise technical benchmarks from the history of perfumery allows for creativity while providing a solid technical foundation.

Nic: Absolutely, and it's always exciting to engage in these conversations.

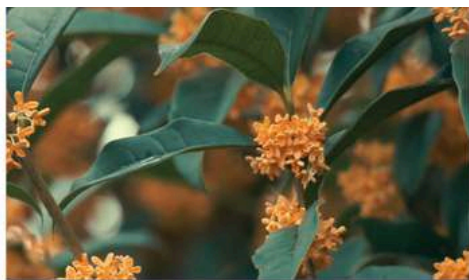
They normalise the idea and make it more accessible for the public to understand the importance of references in our work, as it can otherwise become confusing and overly abstract.

Sophie: For example, my perfumes aren't physically available in stores just yet, but they can now be found on **FragranceNet** and at **The Perfume Shop**.

Describing a fragrance virtually is quite challenging, so I often mention familiar scents like the original Gucci Flora or Jo Malone's Nectarine Blossom and Honey.

These references help people envision what Artemis might smell like.

Combining those two fragrances as references is



Artemis

by SOKI
LONDON



particularly intriguing, as they evoke different experiences despite their similarities. I've also noticed something interesting while handling the bottles myself: the flat smells incredible, and I pick up a bit of a Gucci Rush vibe that I hadn't anticipated, with that delightful orangey, peachy nuance.

And what was the technical starting point for the formula, Ruth and Nic?

Ruth: In this case, osmanthus was absolutely key. Together, Nic and I focused on developing a floral aspect that incorporated peachy, fuzzy, creamy, and green elements. This became the foundation of the fragrance.

Later, we considered the woodland aspect, introducing soft woods to support the flowers and peach in the top notes.

We explored various accords and the interplay between

them. For example, the peach would form a separate accord within the osmanthus to ensure it wouldn't dominate, as fruity ingredients can sometimes be overpowering. It was essential to strike the right balance.

Nic: This exact approach is something I've inherited from my mum. Typically, we work on several fragrance directions for each brief, giving us more room to explore different avenues.

We can never predict which option will resonate with Sophie, so we initially presented two or three concepts.

From those, one direction tends to emerge as the preferred choice, which we then refine further.

So, practically, we start with a few different formulas, each exploring distinct aspects.

For instance, one might be more fruity, another more peachy osmanthus, and yet another green woody. This way, we gauge which area Sophie responds to best.

As Ruth mentioned earlier, this project allowed me to take greater

ownership of the entire formula.

Collaborating with Ruth, I created those initial formulas while receiving her valuable advice and guidance. This time, I focused on the complete formula rather than just specific bases, which has been my role in the past.

Did you find yourselves changing the technical direction of the formula throughout the making of Artemis?

Nic: I was particularly keen to create something that felt very modern.

I wanted the floral elements to remain fresh, ensuring that the juiciness of the peach came through.

Although we included a woody base, I aimed for it not to be overly woody or reminiscent of a traditional woody perfume; instead, I wanted that aspect to be complementary. The various notes— the greenness, the woodiness, the osmanthus flower, and the peachy nectarine— are all equal partners in the fragrance.

While we're often immersed in our bubble during our work, Sophie receives the fragrance without being in that setting, giving us a fresher perspective on the formula.

I remember we struggled initially to get the osmanthus note right in a contemporary way. At one point, Sophie remarked that the fragrance felt a bit old-fashioned and not contemporary enough. She suggested that the first notes should evoke that nectarine and peach accord, supported by the floral notes.

By shifting our focus to the top fruity accord, we achieved a more contemporary take, which was what you wanted.

How did you approach osmanthus, a renowned and challenging yet extremely versatile ingredient with olfactory qualities that range from leathery to fruity and honeyed?

Ruth: Osmanthus absolute is incredibly strong and can almost be off-putting due to its intensity, which includes that fruity,

animalic aspect you mentioned.

In perfumery, it's common to find that an absolute does not accurately reflect the photorealistic smell of the flower petals.

We aimed to achieve a more natural effect by building our own accord.

We incorporated ingredients typically associated with lily of the valley and a touch of rose, alongside the fruity notes of peach and nectarine that are also present in osmanthus.

This approach allowed us to create a perfect blend, aligning with Sophie's vision for the fragrance.

While it's important for those base notes to be strong and impactful, in this case, we wanted the osmanthus to carry through as long as possible.

The woods, particularly sandalwood, contribute a wonderfully soft texture, enhancing the transition from peach and osmanthus into the base, creating a harmonious composition.

Nic: In addition to the floral aspects of osmanthus, there's a clean note that Ruth alluded to with the lily of the valley.

There's also a fruity note and a creaminess, along with a hint of honey.

Sophie identified early on that she wanted to incorporate a honey note, but we found that the honey notes we tried didn't work well.

We discovered that by blending it with the base notes, particularly through the sandalwood accord, we created more than just a sandalwood fragrance.

The combination of floral notes, especially the creamy elements, contributed to a lactonic texture that gave the osmanthus a perfect vehicle for this fuzziness throughout the fragrance.

How did you approach the fruity elements in Artemis? For example, the notes of opulent to Middle Eastern perfumery, and we're seeing them increasingly popular in style here in Europe, too.

Ruth: Osmanthus presents a suede-like creaminess, which can pair nicely with plum.

While plum accords can lend a darker, more traditionally Middle Eastern character, we used it in a way that complements the peach.

The lactones we employed to create the peach notes also overlap with those used for the plum, but there's a tartness to plum that is reminiscent of biting into a fresh one, which brings a slight citrus tanginess alongside the sweetness of honeyed nectarine notes. This tartness, combined with the peach and nectarine elements, was how we utilised the plum.

Artemis also presents some vegetal, green nuances- can you tell us about incorporating also these facets in the formula?

Nic: We combined different layers of green notes, not just leafy or deeper greens but also those reminiscent of the peel of citrus fruits.

This variety allowed us to build a complex greenery around the fruits, giving it a sense of naturalness.

Sometimes, with such delightful peachy or plummy notes, the fragrance can feel heavy, so we aimed to introduce elements that would lift and extend it.

The use of multiple green notes— rather than relying on a single one —allowed us to capture different aspects of the fragrance effectively.

It reminds me of picking up a punnet of peaches or nectarines fresh from the

grocery store, and experiencing the greenness that accompanies their fruitiness.

What emotional elements did you incorporate into the briefing for Artemis?

Sophie: With Artemis, I wanted to evoke a more whimsical and calming vibe, connecting back to nature.

It's a fragrance you might wear on a leisurely weekend walk in the park, but it could also be suitable for the office.

It has a classy scent profile and a soothing, natural feel, which is especially pleasant in an artificial office environment.

In contrast, **Empress** embodies a more assertive, 'boss girl' energy, while **Aphrodite** captures excitement and the essence of summer, perhaps evoking feelings of festival vibes.

Artemis, on the other hand, is designed for those moments when you wish to feel calm and connected to nature.

Nic and Ruth, do you also consider well-being and specific moods in your creative process of fragrance formulas? What experiences do you aim for the wearer to have with your creations?

Ruth: Every ingredient must earn its place in the fragrance, contributing not only to its scent but also to the sense of well-being it promotes. Our focus is on crafting accords that smell great and make you feel great.

Nic: I'd like to add that fragrance is both a science and an art. Much of it hinges on feeling and instinct; you know a fragrance is ready when it conveys the story you intend to tell.

The partnership with The Perfume Shop marks a beautiful milestone for the brand. What did the partnership with The Perfume Shop mean to you?

Sophie: I find it incredibly exciting to launch with **The Perfume Shop**.

I really admire them as a company, and they share my vision regarding the growing interest in niche fragrances.



Consumers are increasingly seeking something unique and special, and The Perfume Shop is really focusing on that.

They offer great initiatives like blue light discounts for NHS workers, which I think is fantastic.

It was also important to them that my fragrances are vegan and cruelty-free, something they actively look for in the brands they partner with.

The synergy feels just right, and since they are a UK company, it fits perfectly.

We've all been shopping at The Perfume Shop for years. I've always found that their staff provide excellent consultations and have a great understanding of different scents, which is something that matters to me greatly.

Ruth and Nic, what does creating a brand sensitive to vegan and cruelty-free fragrances mean for you?

Ruth: These days, we receive very careful and highly regulated advice about ingredients to ensure they are cruelty-free and vegan.

Over the years, this can pose challenges, but it also pushes us to be more creative, which is a positive challenge to have.

Nic: I've been vegan for about six years, so Sophie's ethos resonates with me personally too.

How do you think Artemis reflects the brand's current development?

Sophie: With Artemis embodying the colour blue and its calming properties,

I wanted to introduce a more serene aspect among the various personalities we already launched. For Soki London, the goal is to continue to introduce other personalities in the future.

Ruth: And for us, Artemis serves as a landmark in some ways. Witnessing Nick's development has been thrilling, especially seeing him gain confidence in blending fragrance notes.

Soki: Nic and I have also recently filmed a **YouTube Q&A video** addressing questions about the science of perfume, which has been so well-received!

My audience is so interested in navigating the fragrance industry and the science involved in fragrance creation, and I firmly believe that this adds transparency to our process, moving beyond just saying, "Here's a new fragrance; buy it."



The New Fragrance by SOKI LONDON



ANIMAL
TEST-FREE
— PETA —
VEGAN



EMBLEM OF UK CREATION

BOADICEA THE VICTORIOUS, A JOURNEY TO MODERNITY

The fragrance industry in the UK is an energetic, creative landscape full of expertise. The artisanal scene is a predominant feature of the UK market, bringing to the forefront a focus on craftsmanship and capability. Boadicea the Victorious has evolved to reflect modern perfumery while making the most of the skill, mastery, and luxury found in the UK. In this interview, dive into the story of Boadicea the Victorious and learn more about the dynamic UK market.

What does the power of scent mean to you?

The power of scent is a fascinating concept. From antiquity to now, we have perfumed our skin, hair and surroundings. Courts, temples, churches, homes, flesh, cloth and coronations all have been enhanced and exalted by combining scented materials with oils, wax, powder, and creams, allowing the odours to permeate our lives. Per fumum, or through smoke, is the origin of the word perfume, referring to scented smoke carrying prayers skyward.

Religious rituals, room ambient scents, the anointings of royalty, therapeutic massage, masking bad odours and the strange desire to capture, bottle and wear trees, resins, flowers, journeys and the frisson of animal pelage. The power of scents lies in its ability to imbue mood and message with an invisible and enveloping force. Worn to dazzle, seduce, comfort, remember and

weaponise, fragrance offers up an opportunity to continue wearing lotions, potions and distilled experiences as part of a long and ancient olfactive tradition. This goes hand in hand with the unique personal power perfume gives us to alter and enhance our personas.

Boadicea the Victorious began in 2008, what was the inspiration behind bringing a fragrance brand to market at this time?

The original founder of Boadicea the Victorious Perfumes left the business in 2010, and it was his creative background that helped to set the olfactive scene for a unique brand that has evolved in extraordinary ways. 2008 was a time of artistic and commercial growth in the world of niche and luxury perfumes. While as competitive and innovative then as the industry is now, our founder knew that there was a gap in the market for something new and bold. The initial story of Icení warrior Queen Boadicea became central to the continuing development and global success of the brand and its collection of statement perfumes, leading us to our current positioning.

How has the industry developed and changed over the last 16 years?

This is a complex question. Modern perfume attempts to reflect its era and, at the same time, move beyond it. Nostalgia is hard to ignore, brands often re-boot lost lines or create perfumes in homage to the past. Celebrity scents have dropped off considerably; the market plateaued in the early noughties as the market was saturated by a glut of sweet, fruity scents, all referring back to Britney Spears and J-Lo. The oud trend really exploded in the West after Tom Ford's original M7 for YSL and has never gone away, in fact, it is becoming a dominant trend right across the perfume business from Zara and Jo



Malone London to a large number of Middle Eastern brands, styled and scented with powerful oud, leather and tobacco frameworks, with these last two notes also becoming omnipresent as modern tropes. Many houses such as Chanel, YSL and Dior have created exclusive collections within their lines, with the Chanel Exclusifs marking a luxurious, house-appropriate line. Perfumes like Misia, Boy, Le Lion and Coromandel all reference the life and times of Coco. Quiet wearability became an important issue as concerns about personal space, chemicals etc were raised. Some cities banned scent in the workplace, in restaurants and on public transport. The idea of huge room-stopping scents was over. Italy continues to become one of the most fertile scented countries with a fascinating list of mostly independent work and historical brands like Santa Maria Novella. Argentina, Turkey and Sweden started to grow brands with wit, style and unusual stories. Gourmand fragrances grew up, no longer the preserve of teen and celeb potions but notes like patisserie, chocolate, milk, nuts, vanilla, Turkish delight, fig, condensed milk and brioche, among others, were used

increasingly by brands who earlier might have scorned such things. Floral perfumes are still a huge part of perfumery, roses, jasmine, tuberose, ylang, carnations (eugenol), mimosa and iris either sing alone with beautiful gravitas or blend with other notes. Modern florals have evolved to be powerful botanical reflections of gardens, jungles and meadows. It is the huge advances in scent technology and the companies always seeking to create new molecules and cleaner, more photorealistic materials that have really transformed the industry. Now, aroma capture technology is capable of molecular extraction from the air around magnolia, peach skin, driftwood, cloth, etc.

The continuing evolution of this technology has transformed the olfactive industry, giving perfumers a wider, more complex palette to use amid the clarity of natural notes.

The traditions of refreshing colognes and barbershop-style perfumes continue to evolve into a sophisticated industry partly in reaction to male vanity and picks of men's glossy fashion magazines, who generally avoid any unisex or overtly feminine perfumes. In fact, after years of unisex or shared perfumery, there has been a generally unspoken return to gender in masstige perfumery. While people are willing to experiment, it seems that the security of knowing where you are scent-wise is still important to consumers. This doesn't really apply to the rise in exposure to indie and artisan perfumes, with even mainstream houses looking to the artistic and homespun stories of these scents to suggest difference and a hint of non-conformity. There has been a definite rise in people looking for unique perfumes that will set them apart, perfumes that reflect maker and milieu. There is a huge scope within indie perfumery to present fragrances that take risks, play with unique materials, launch limited runs and set fire to the imagination. Prices though continue to rise due to accessibility to materials, the weather affecting vanilla crops and rose harvests, for example, and rising production costs. Indian sandalwood is a protected species, and every year, official bodies like IFRA rule off ingredient levels in perfumes with an eye on potential allergens. So the perfume world has shifted on its axis, but what remains true, despite price, personal taste, and increased knowledge, is that we continue to buy, wear and adore all permutations of scent. This will never change.

Why is the brand named Boadicea the Victorious, and how does it translate and encapsulate the fragrances offered?

As any brand knows, an original name is vitally important for the brand's market position impact but also in being intriguing enough to draw you in

and immerse you in a story that is reflected in a collection of beautiful perfumes. Boadicea the Victorious achieves this by tapping into historical and design references. Boadicea was the iconic warrior queen of the Iceni tribe who rebelled against Roman rule and led an army against Rome's legions. Her lands and family had been torn apart by the unforgiving advance of Rome in England. So, this extraordinary Celtic queen now holds an iconic role in British history as a powerful, charismatic Queen who had been imagined and re-imagined ever since, influencing art, history and entertainment, from the dreamy redheads of Pre-Raphaelite art to Lord of the Rings and Disney's fabulous Princess Merida in Brave. Boadicea is a dynamic and instantly recognisable figure with an established portmanteau of attributes: fiery red hair, the colour green, copper and leather armour, a chariot and, of course, a sword decorated in Celtic patterns. Reality may have been different, but such things become set in compelling myth, and we will always view this Celtic queen in an empowering, potent way. Using her name to embody a luxury brand like Boadicea the Victorious allows the brand creators, perfumers, PR and designers the opportunity to create an olfactive aura of power, strength and individuality. The fragrances explore a range of emotions and definitions associated with imbuing the wearer with perfumed armour and stirring the senses with warrior dreams.



What innovations in the industry are exciting and being implemented in the development of the brand?

We work with talented perfumers, boutiques and global fragrance houses to continually evolve and innovate in our quest to create unique fragrances full of robust notes and dynamic sillage.

As a passionately creative British perfume brand with loyal admirers, we have strong feelings about how awareness of the necessary developments in olfactive technology affects the processes of perfumery. The modern, social media-driven world is driving us all into an over-reliance on sight and sound, to the detriment of smell and taste, our two most evocative senses in terms of triggering memories.



In an article from The Guardian, Charles Spence, a professor of experimental psychology at Oxford University, explains that: "Smell [and taste are] directly connected to the emotional processing areas of the brain," while Meike Scheller, an assistant professor in the department of psychology at Durham University emphasises that "smell is a really important cue for social communication and this is something that's not implemented in any technology we're using today."

Our newest fragrance, Defender, launching in early October, uses two of CPL Aromas' innovations, Aroma Space and Aroma Fusion, to create olfactory accords. These technologies allow a much more realistic capture and recreation of materials that before were notoriously tricky to actualise. The Night Blooming Jasmine Aroma Space was captured in an English garden on a Midsummer evening. After basking in the golden summer rays all day, scents are more intense and intoxicating at night, exuding nuances of sweet, grassy, earthy, fruity and narcotic florals. Like the Iceni Queen that inspired Defender, it is a fearless jasmine mood, heady, determined and regal.

CPL Aromas' AromaFusion ingredient in Defender, Leather Fusion, has distinctive smoky, metallic and suede undertones but transforms into a supple textured leather accord when paired with cistus labdanum, deepening the leather with a resinous vibe of hot crops. Tragically, the towns where Boadicea grew up were burnt to the ground, and these striking balsamic tones are fumed with a hint of birch tar to echo this.

In February 2025, we are launching a fragrance using technology developed as a response to consumer demands for more responsible perfumery. At Boadicea the Victorious, we strive to deploy appropriate technologies in the ever-evolving alchemy of our fragrances to use these in perfect harmony with natural materials.



Boadicea

THE VICTORIOUS

LUXURY PERFUME COLLECTION



INTRODUCING 27 87

RAISING THE QUESTION, WHAT DOES 'NOW' SMELL LIKE?

Defining a fragrance by era can be an elusive means of discovery. 27 87 is a brand that is duelling the means of this definition by representing the here and now, an ever-evolving portfolio of scents representing moments and stories. Innovation and modernity are the beating heart of 27 87 and in this interview, founder Romy Kowalewski details the desire to bring the brand to market. Discover the creativity, inspirations, and moment of 27 87.

What does the power of scent mean to you?

The sense of smell is our oldest, most primal sense, and it cannot be ignored. Scent has the unique ability to transport us back in time to vivid memories, or even inspire something entirely new. I found myself drawn to the perfume industry precisely because of this – scent is invisible, yet it holds such undeniable power. We can't stop breathing it in, and in many ways, it shapes our experiences and emotions.

What sparked the birth of 27 87?

I kept asking myself: why am I wearing someone else's memories? Someone's exotic travels, their personal love stories, or their interpretations of the past? I wanted something of my own, to create my own scent memories, something rooted in the present – modern, ever-evolving, and reflective

of who we are now. That desire led to the creation of 27 87.

The brand has a distinct ethos reflected through the use of colours—can you introduce us to your approach to colour in your packaging?

All our bottles are white, except for Per Sê and Genetic Bliss, because I view them as a blank canvas – an invitation to create your own scent memories. The outer packaging, however, is where we collaborate with artists. Their interpretations bring life to the scents, offering a visual expression of the experience inside each bottle.



The brand is widely beloved around the world – what role does the fragrance community play for you and 27 87?

I'm not your typical fragrance brand founder.

I don't follow the norm or what is expected, and I'm always driven by the present moment – what's happening here and now.

The positive feedback from the fragrance community shows that we're doing something right.

People find it inspiring, both from a founder's perspective, as I've grown this brand organically without formal financing or perfume education, and from a modern perfumery perspective, as we push boundaries and explore new ideas.

What is your process for developing a scent at 27 87, from conceptualisation to final product?

My process is always inspired by the here and now. For example, Rule of 72 is based on a financial formula and was created during the height of Bitcoin's rise and the emergence of new ways to think about finance and sustainability. Flâneur, on the other hand, came about during the COVID lockdowns, when we were all forced to slow down and take in our surroundings with fresh eyes – our only escape was to stroll through our cities, aimlessly yet purposefully.

Innovation at 27 87 also passes through your portfolio of perfumer collaborators, from visionary perfumer Mark Buxton to established perfumers like Sr. Perfumer Jacques Huclier, Shyamala Maisondieu, and the young perfumer sensation Gaël Montero. How did these collaborations come about, and what is your process for selecting perfumers to work with?

It's a true symbiosis. Each perfumer brings something unique. Shyamala, for example, has a deeply philosophical approach, creating meditative, elegant scents like Per Sê and Hamaca. Mark Buxton, on the other hand, is a bold statement maker, precise and impeccable in his creations. I collaborate with perfumers who fit to each perfume concept and resonate with the vision of 27 87—modern, progressive, and reflective of the present moment.



Can you introduce us to 27 87's different collections? What can consumers expect from each?

- NOW line: Scents designed to accompany and enhance everyday life – versatile, modern, and present.
- GO line: Created for exploration and adventure – spirited, with exotic notes and ingredients that push boundaries in perfumery.
- CALM line: Grounding scents to bring stillness and presence into your life – reinventing traditional ideas of serenity.
- WILD line: Bold fragrances for making a statement – courageous, daring, and designed for special occasions.

What are your tips for someone looking to dive into the world of 27 87 and discover its fragrances?

Listen to yourself – tune into how you feel in the present moment and how you'd like to feel. Selecting a fragrance is a form of personal self-expression, so don't be afraid to be creative.

Smell it.

Layer it.

On your skin.

What's your type of skin?

On a piece of paper.

In a room.

What's your mood?

Your emotion?

Heavy or light? Or both?

One can't experiment enough. Ever.

As a brand dedicated to reflecting the present culture, aesthetics, and consumer/industry developments, what are some of the latest innovations or trends in the industry that have excited you?

I'm always excited by new molecules and combinations. For example, 27 87 was one of the first brands to use Akigalawood in fragrance, specifically in Genetic Bliss. I'm actually about to head into the lab to experience some of the latest discoveries – it's an incredibly exciting time for innovation in the field.



As a Barcelona-founded and based brand, what influence has the city or Spanish/Mediterranean culture had on 27 87?

Barcelona is a constant source of inspiration. The city's lifestyle, hidden gems, and innovative spirit – like the modern molecular cuisine movement – all play a role in shaping 27 87. Why not lead modern perfumery from Barcelona? It's my home, and everything we create is produced here.

At The Fragrance Foundation UK, we want to highlight the power of scent in evoking memories. What is one of your most treasured scent memories?

The irresistible smell of warm bread fresh from the oven is so addictive, and wherever I am, it always reminds me of childhood and home.

27

87



SCENTED SYMPHONIES

INSIDE THE MAKING OF JUSBOX'S FIFTY FOUR

Music and fragrance often share a unique language, each evoking memories and emotions through technical expertise and visionary artistry. Among the earliest pioneers in the niche market merging these two arts, **Jusbox Perfumes** has explored the creative fusion of sound and scent. In this interview, we delve into their latest release, **Fifty Four**, and their collaboration with renowned fragrance reviewer **The Perfume Guy**.

When did music and fragrance first come into your life, and how did these two passions evolve into the entrepreneurial idea behind Jusbox?

Chiara: Our parents were very passionate about music in general, so my brother and I grew up listening to various kinds of music all the time: when we woke up on Saturday mornings, in the car, while our mother did her housekeeping...

The same thing happened with perfumes. Our parents worked in the industry and met

in a perfumery.

We were able to experience fragrances and cosmetics from a very young age. Jusbox is dedicated to our parents, who taught us a passion for music and perfume.

Jusbox is a sibling-founded project. Can you tell us about the dynamics of

launching and managing a fragrance brand with your sibling?

Andrea: We grew up together and have shared a passion for perfumes and music passed down by our parents from early childhood.

So we work smoothly and easily together on the projects.

It just so happens that we have completely different personalities, which provide different facets and add value to every detail of every project: when we finally agree on decisions, usually the final result is very good!

Music genres and vinyl culture play a huge role in the visual and creative inspiration behind Jusbox. What are some of the music genres featured in the brand's fragrances, and what hidden stories or inspirations can we find behind Jusbox fragrances?

Chiara: Vinyl is a very important part of our culture and story, so it was very natural for us to draw inspiration from that wonderful period of our lives.

There are funny little stories behind each creation, but it would be too long to tell all of them.

One example is the birth of **Black Powder**: Andrea and I were working on another project, and we were in a smelling section of different trials.

Suddenly, we came across this amazing scent, and both of us looked at each other and shook our heads, saying, "Oh my God... this is Kurt Cobain."

How do you think music and other sensory experiences can inspire the world of fragrance, and vice versa?

Andrea: Everything can inspire; everything can stimulate the senses.

But of course, the more similar the universes, the more they can get from each other.

Music and fragrance are so related and complementary—both are invisible sensory forces with the power to inspire emotion, and both have compositions that use notes to create a work of art.



Are there any creative ways you'd recommend for someone to fully experience the brand and immerse themselves in Jusbox's unique vision?

Chiara: We always suggest smelling the fragrance while listening to the music it has been inspired by.

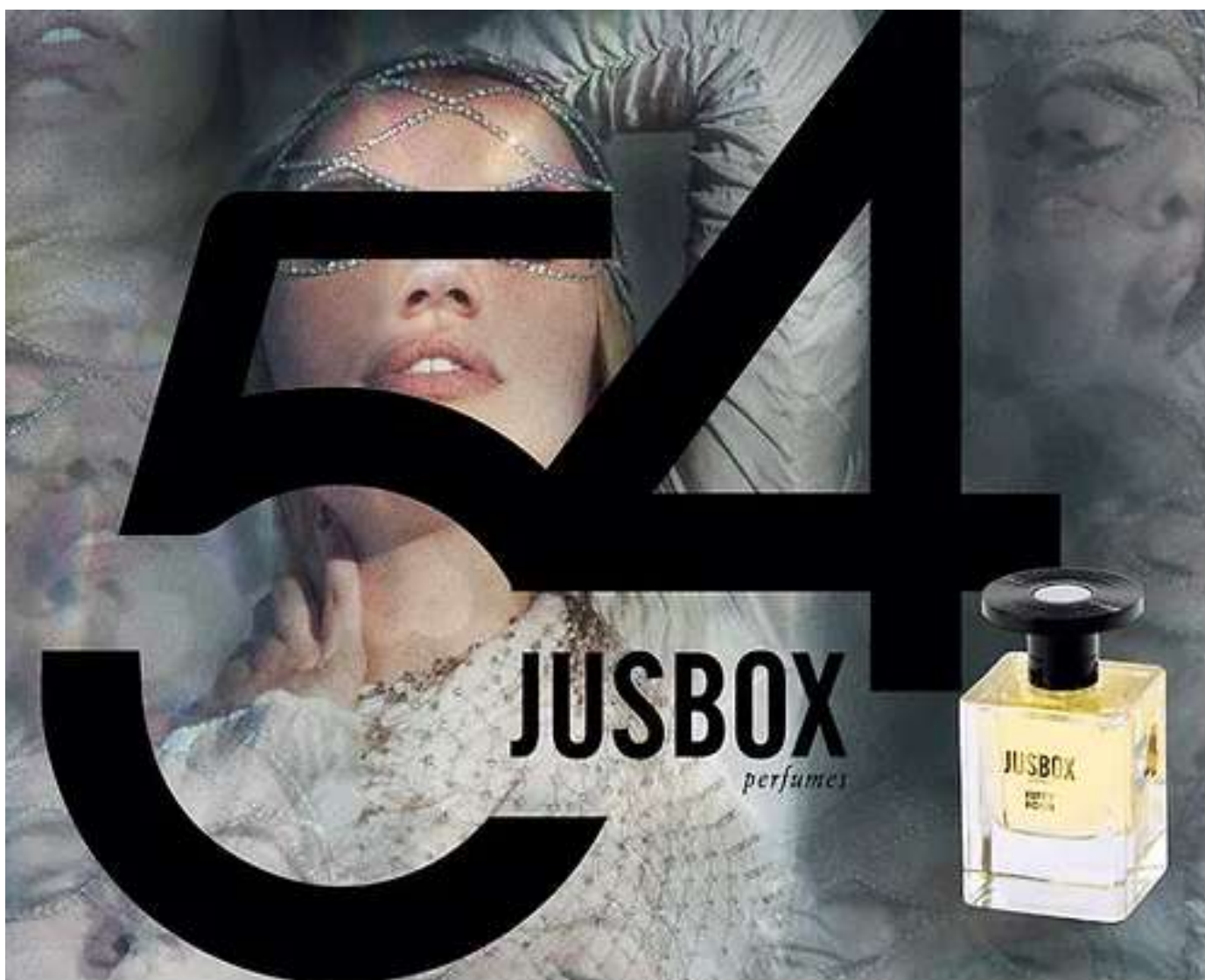
For this purpose, we created a music playlist for each of our creations that can be easily found both on our **website**, in each perfume section or on our **Spotify channel**.

Your latest launch, Fifty Four, is a tribute to the iconic Studio 54, a former nightclub known for its pioneering

inclusivity, artistic freedom, and diversity. What were some of the creative references and inspirations from Studio 54 that guided the brief and vision of the fragrance?

Andrea: As always, we try to draw our main inspiration from music, so we listened to songs and artists that were popular in that particular time and place.

Moreover, we watched documentaries on the subject, as well as the Netflix



series Halston, in which Studio 54 plays a very important role.

Fifty Four renews your collaboration with Senior Perfumer Julien Rasquinet. How did your partnership with him first begin, and what has made this a successful and long-standing creative relationship?

Chiara: We first met Julien in Paris in a Japanese restaurant, as we really appreciated his style in making perfumes.

We thought he was the right perfumer to interpret one of our most beloved singers, Amy Winehouse.

So we sat down and asked him about his vision of Amy from an olfactive point of view. His idea completely matched how we felt. This is how we started our relationship, and later we discovered that we have several views in common.

The creation of Fifty Four also involved a collaboration with fragrance reviewer and YouTuber

Sebastian Jara, known as The Perfume Guy. How did each collaborator contribute to the final creation of the fragrance, and what unique perspectives did they bring?

Andrea: We really liked the idea of seeing our brand through the eyes of another person, from a different point of view.

Sebastian is a fragrance expert, but he has been working in the music business for many years, so he was the perfect person to collaborate with.

His significant contribution to the project was on the concept brief and the choice of the ingredients and moods; of course, Chiara and I always filtered the decisions to give the scent the specific Jusbox interpretation.

What olfactive journey or experience were you aiming for in Fifty Four, and what do you hope consumers will feel or imagine when they wear this fragrance?

Chiara: The experience we would like to offer is to bring back the energy of that legendary club: the idea of feeling free, a bit excessive, sensual, exclusive, happy, comfortable, and having a lot of fun and satisfaction.



The fragrance features intriguing notes like a chocolate accord, piña colada, and rum SFE. Can you tell us more about the composition and how you chose to list such unique pyramid notes to create Fifty Four's distinct personality?

Andrea: A fragrance is always a mixture of notes and facets we like, along with ingredients that perfectly match the concept and the common interpretation between the perfumer and the creative directors.

This time there were three creative directors, which made the process more complicated but at the same time more interesting.

The challenge was to mix an idea of how Studio 54 smelled at the time with how it would smell today.

So, piña colada—a popular drink at the time—and patchouli, which was super trendy in the 70s, were mixed with chocolate, rum, vanilla, and sandalwood—ingredients that gave a more cool, modern feel to the jus..

Jusbox has always maintained a close relationship with the fragrance community, and Fifty Four further strengthens this by collaborating with Sebastian. What does the fragrance community mean to you, and why is it important for a brand to actively engage with and be part of this community?

Chiara: It is very important for us to be part of this community, which consists of people who, like us, are so in love with the perfume world. Moreover, for each creation, we always talk about emotions, passions, and memories, and for this to be entirely understood, we really need to have a direct voice that speaks to the community



JUSBOX
perfumes



ELICITING EMOTIONS

THE JOURNEY OF L'ATELIER PARFUM IN CAPTURING THE DEEPLY PERSONAL LANGUAGE OF SCENT

Fragrance personalities are a driving force for consumer engagement in terms of the emotions it can conjure.

Creating scents with the power to transform wellbeing is hugely impactful. L'Atelier Parfum's brand identity is built upon scents with the power to elicit emotions.

Mikolaj Pietrzak, co-founder of L'Atelier Parfum, takes us on a brand journey to understand further the personal language of scent.

A perfume has the power to tell stories, and L'Atelier Parfum aims to capture emotions, what does the power of scent mean to you both?

At L'Atelier Parfum, we offer a return to the essence of perfumery: eliciting emotions. Genuine olfactory masterpieces that awaken, captivate, and tell unique stories through a deeply personal language. Each perfume represents a singular sensory experience, an open door to other worlds, an olfactory journey that evokes memories, dreams, and desires.

By unleashing the imagination of perfumers and respecting their artistic freedom, unique olfactory works come to life without constraints or limits, celebrating French craftsmanship. It is precisely this freedom that allows us to capture the deepest emotions in every bottle.

The brand came to market during 2020, why was it

important for you to bring a fragrance brand to market during this time?

Me and Masha are very good friends and worked together in the cosmetic industry for many years. We connected again a little bit by surprise during a party in late 2019 and started to exchange ideas. We found out that we share similar visions, ideas and ambitions. During that evening, the decision was made. L'Atelier Parfum – Créateur d'émotion was born...

A high perfumery brand entirely focused on emotions, truly responsible and accessible. Our challenge: to make high perfumery inclusive without making any compromises, whether in terms of creativity - allowing artists and creators complete freedom - or in terms of quality, using the finest raw materials sourced ethically.

Our adventure begins just before the pandemic. A burst of joy, through bottles coloured by emotions, elixirs infused with well-being, created by the noses of one of the most iconic fragrance houses in Grasse.

Where do you find inspiration?

The inspiration can come from everywhere: People, places, memories, moments...

We live in Paris which impacts our work a lot. We think that it is and has always been an amazing place for artists and perfumers to take inspiration, to burst creativity.

What is the collaborative process of creation like with Alexis Dadier, the perfumer behind the scents?

To guide a perfumer in their creation is like trying to direct a renowned fashion designer in creating a dress or an artist in realising their painting. Perfume tells a story and has the power to deeply touch people. These are emotions that are sometimes difficult to express in words, so personal that they don't really need to be translated. By recognising perfumers as true artists, we have shaped their unique creation method, standing out from that of major fragrance groups.



It all begins with an inspiration source, and then the talented noses take over, enjoying complete freedom to unleash their creativity. Consumer tests are out of the picture; at L'Atelier Parfum, the fragrances are blindly selected, with the creator's name behind each work kept unknown. It's the perfume that speaks!

Perfume brands today have a duty of utilising sustainable methods, how does L'Atelier Parfum action this need?

To respect all facets of nature, at L'Atelier Parfum we have chosen to collaborate with the family-owned house of Robertet, a Grasse institution whose exceptional history and craftsmanship have contributed to perfumery for over 170 years.

Thanks to this exclusive cooperation, we have access to the world's highest quality sustainable ingredients, and often, we can be the first brand using them, e.g. the upcycled oakwood essential oil for our Opus III fragrance, Salty Wood.

In the same vein, the essences used come from ethical and responsible sourcing, and the formulas consist of up to 96% naturally derived ingredients.

Consumers are more and more looking for conscious scents that also have an impact on our wellbeing, how does L'Atelier Parfum work to support this need amongst consumers?

Just like us, citizens of the world, L'Atelier Parfum is a universal brand. Benevolence is our guiding principle, and caring for the planet is a serious commitment. We advocate for total transparency with products that are as mindful of consumer well-being as they are of the planet. Our sourcing choices prioritise quality, sustainability, traceability, and the safety of each ingredient, preferably favouring local sources. All our products are 100% vegan, without any components of animal origin, and our formulas are developed with respect for animals. We minimise the use of plastic and promote biodegradable, recyclable, or FSC-certified natural materials sourced from responsibly

managed forests.

In our desire to make a positive impact on the planet, we cooperate with Clean Hub and are committed to recovering 5 tons of non-recyclable plastic that is used to produce energy with a lower carbon footprint.

We are very proud of this very concrete action, which makes L'Atelier Parfum the first plastic-neutral fragrance brand. We hope more companies and brands will join us in this effort.

The fragrance industry is constantly looking at ways to create new experiences. What innovations are exciting you about the industry?

Since we launched the brand, we have been looking for new experiences in fragrance discovery. Inspired by colours, by the emotional side of the brand, exploring different materials, and textures, mixing artisan's work with a modern digital world.

In our boutiques in Paris, we place the fragrances on elegant, colourful, hand-made ceramic podiums. To make a discovery journey, we invite customers to bring to the nose one by one small ceramic cylinders and explore all the facets of each fragrance.

This way of testing fragrances allows you to try as many fragrances as you want. Colours guide you in the fragrance direction and mood, and the natural ceramic material keeps all accords of perfume as if you tested it on the skin.

It creates a unique experience and a strong emotional connection between the perfumes and the customers through the colours, the scent, the mood and the storytelling around each fragrance.

We see emotions everywhere, and in our boutiques in Paris, we create a living space, a place that is alive and constantly evolving and revealing surprises through collaborations with various artists for even more emotional connection.

How has the rise of AI impacted your ways of fragrance development?

L'Atelier Parfum is a brand entirely focused on emotions, and we don't see how AI can replace human feelings or sensibility.

On the other hand, we use AI technology as a new way of choosing a perfume. Remember all those boring fragrance diagnostics with lots of questions guiding you to some ingredients? As a creator of emotions, we needed to find our own playful tool to choose an ideal perfume that suits your current mood and emotion. That is how AI came to mind. After watching short videos on latelierparfum.com or in our boutiques, AI detects your positive reactions and gives you the perfect match for the day.

Your most recent launches in the UK are with Liberty. The collections Opus 1 and Opus 2 allow emotion and feelings to flourish through enchantment and dreams. Can you describe these scents and the process of development?

Each Opus of L'Atelier Parfum tells a unique story, describing different emotions: sometimes secret, spicy, impertinent or even exaggerated.

Opus 1 – the Secret Garden – it's like a lovely walk in the garden of emotions, a rainbow of colours filled with beautiful flowers. Inspiring, fun and playful - 7 fragrances embody different moods and personalities: from the first love moment in spring - to the incontrollable desire at the intense night.



With Opus 2 – Sensorial Illusion - we continue to travel through fragrances and take you along a ride of the most sensorial kind. To the Orient - a world of unknown wonders and hidden jewels where the endless horizon turns dreams into reality. 6 fragrances with strong character and rare and precious ingredients like Tobacco, Leather, Incense...



Mystic Leather Oud is the most recent exclusive within Opus 2, can you guide us through this scent and the emotion created?

We were inspired by Arabic culture, where Oud is more than a fragrance; it's a living tradition. It's used in religious rituals and ceremonies and as a mark of hospitality.

The idea was to mimic the Oud fumes in a beautiful Arabic house and create a very intense and mystic moment. Mystic Leather-Oud is a new ode to the Oud, highlighted by the mystical power of incense; it unveils a woody and leathery base of the most sensual kind. You will find here a duality in every drop that reveals all the facets of your soul.

Scent undeniably has the power to transport us. Here at TFF UK, we like to highlight the power of scent to connect us to memory. What is one of your most treasured scent memories?

Mikolaj Pietrzak: It is difficult to pick just one. The one I like very much is linked to memories of summer vibes in Pampelonne – this amazing beach near St Tropez – a lot of sun, beautiful blue Mediterranean, music, rosé, festive atmosphere... it was the starting point to create Hot Splash from our Opus III collection.

Masha Russac: When I was a kid, I adored going with my parents to the Christmas markets. Walking through alleys of seasonal wonders, playing with snowflakes and trying all the sweets that you can find there. I kept this very special scented memory from those days. It's the perfect balance between sweetness and spices: vanilla, cinnamon, caramel, almond pralines... Each time I wear Opus I Exquise Tentation, I feel like that little girl on the Christmas market, in a very addictive mood, searching for more and more sweet delicacies.



L'ATELIER PARFUM





Stories

SHAPING THE FRAGRANCE INDUSTRY