

Fragrance Launches

Celebratin' spring

Revampin'

Fizzin'

Upcomin'



Floral Spring Duo (Limited Editions) by Patricia de Nicolai

Patricia de Nicolai has always liked and created happy, floral, shimmering scented notes, focusing on naturals.

Week end à Deauville is a *fresh, floral, and romantic fragrance*.

Inspired by forest-y flowers and the atmosphere of a lovers' getaway weekend in the famous small town on the Normandy coast in France...

Notes are: *Italian bergamot essence, petit grain from Paraguay, galbanum resinoïde, white floral bouquet, pepper essence, pink pepper, clove, oakmoss absolute, styrax balm.*

Violette in Love is a *fresh, modern, and shimmering fragrance*.

This violet composition reportedly rests on a slightly musky base spiced up by pink pepper and made fruiter thanks to raspberry.

Notes are: *Italian lemon essence, blackcurrant bud absolute, raspberry, Turkish rose essence, a violet-iris accord, coriander essence, pink pepper, black pepper, musk.*

For more info : www.pnicolai.com

Mauboussin perfumes come back with Lorient Paris

Acquired last year by young and dynamic French company Lorient Paris, owner of LuluCastagnette & Oxbow fragrances licenses, famous jeweler Mauboussin is coming back in perfumeries. The re-birth starts with a first step in spring 2009 with a new modern visual identity : a **revamping of the outer packaging** where appears the new recognizable logo of the brand : the Mauboussin Star. Then, two new fragrances will be launched to complete the range, by early 2010 ... aimed to the classic chic woman and the smart modern man.



Eden Park

Pink Fizz by Eden Park (P&B Euro Beauty Agency)

The famous French rugby clothing brand Eden Park, licensed by P&B is launching the female counterpart of Eau de Sport.

Created by **Violaine Collas (Symrise)** with *cranberry (trendy fruit), orange, cherry, and citrus*. Pink Fizz is a fruity floral and musky scent for this summer... in a bottle - graphic designed by **Sylvie de France**.

Masomenos Candles

After music, stores and fashion, duo of Masomenos, Dj Joan Costes and Adrien de Maublanc have asked to Rami Mekdachi, Costes fragrances designer, to create a series of colored and perfumed candles (pink for rose, green for thyme, blue for papyrus, yellow for saffron...). Available at Colette and Masomenos stores in Paris.

All candles have been created by **Dorothee Piot (Charabot)**.



>Upcoming Fragrances

Jasmin Moss Private Collection by Estée Lauder

Trois Fleurs by Parfum d'Empire , series Antology by D&G

Idylle by Guerlain...

Cèdre Olympe by Armani Privé, Very Hollywood by Michael Kors...

Fragrance Launches

Switzerland
Puduchery
Tokyo...

Swiss Unlimited by Victorinox

To celebrate its 125th anniversary, the Swiss brand is launching in France at Colette a new male fragrance called *Swiss Unlimited* which was created by **Christine Nagel and Jean-Christophe Hérault (Fragrance Resources)** and artistic director Vera Strübi, accompanied by Pierre Aulas. It includes typical Swiss notes such as *(organic) white fir tree from Jura, absinthe, and a true genepi alcohol*... A fresh but funny creative adventure !



Escale à Pondichéry by Dior

The Dior's cruise collection goes on with a new exotic destination inspired by India and its olfactory jewels. New scented territories for this floral woody fragrance composed with a cologne spirit in mind. In house perfumer, **François Demachy** has been inspired by *black tea, jasmin sambac and sandalwood*. The trend of travel and cities is a mainstream in perfumery . Guess what will be the next 'escale' ...!

Ungaro Party by Ungaro (Ferragamo)

A new fragrance by the house Ungaro, called Ungaro Party. The perfume aims at young women and it was created in cooperation with perfumer **Nathalie Lorson (Firmenich)** who signed a floral fruity fragrance with *watermelon, lemon, lily of the valley, lotus, musk and sandalwood*. It is available in a characteristic bottle, decorated with a pink floral motive this time created by talented **Sylvie de France** designer.



Voyage Collection - Paris Moscou, Paris-New York, Paris-Tokyo by Guerlain

Inspired by electrifying and exciting cities, homage to the places to be, this collection is aimed to globetrotters, travelers & fashionistas.

Paris-Moscou is about life, luxury and beats ! Described as a *musky, fruity and woody composition*; the notes are white musk, tonka bean, vanilla, bergamot, redcurrant, absinthe, sparkling lemon, plum, pine.

Paris-New York is about the city of excess and ambitions as high as the skyscrapers that dot its landscape, as well as the richness of its melting-pot experience.

Described as a *woody oriental* with *vanilla, cinnamon, cedar, cardamom, bergamot*.

Paris-Tokyo is seen as "the place of ultimate modernity," a city where architects officiate like nowhere else to accommodate its teeming humanity. The result is like a puzzle, one of cities within cities. *A green floral scent*

All fragrances are signed by **Jean Paul Guerlain**.



Thanks to TheScentedSalamander

New Concepts

Concept Store
Paris-Shanghai
Training Kit



New Parisian Boutique: Aépure

A store dedicated to alternative perfumery in Paris. This is the new indie-brand focused on cosmetics (well-being products and men care) and fragrance shop on the Left Bank. A unique space designed by Saguez and Partners like a painting gallery or a library, and founded by young former cosmetics executive François de Grossouvre.

Fragrance brands to discover: **Parfumerie Generale, Nasomatto, Lorenzo Villorosi, Profumum Roma (shown), Lost'March, Neotantric (shown), as well as Juliette Has a Gun, Miller Harris and By Kilian.**

Aépure, 35 rue Guénégaud, 75006 Paris.
For more info :www.aepure.fr (under construction).

L'Atelier Parfum et Beauté - Concepts Design Workshop

This agency has been co-founded by Olivier Aron and Federico Restrepo. When a marketing specialist and a famous designer meet, they share their passion and knowledge of the product and of the customers. A new vision of creation fueled by experience and travels, between West and East (Shanghai)... A story to be continued.

For more info: www.atelierpb.com - contact : oa@atelierpb.com



PARIS
Olivier Aron



SHANGHAI
Federico Restrepo

Les Coulisses du Parfum Fragrance kit collection by Osmoz

OsMoz.com introduces a collection of fragrance kits available for sale via an on-line boutique created specifically for the occasion. Conceived by experts in fragrance design, these kits contain the most stunning natural ingredients as well as exclusive compositions.

Each kit contains 12 essences, paper test strips and an "olfactory exploration notebook" filled with illustrated stories and anecdotes about fragrances... A unique collection for all fragrance lovers.

Les coulisses du parfum

A collection of perfume-themed kits to:

- Experience the pleasure of smelling!
- Discover the accords and exceptional raw materials used in the manufacturing of perfumes.
- Train your sense of smell and olfactory memory
- Develop a critical mind and a taste for analyzing odors.

Essences in the kit n° 1

Citrus accord, aromatic accord, white flowers accord, floral bouquet accord, woody accord, oriental accord, chypre accord, musky note, aquatic note, spicy note, fruity note, gourmand note.

For more info :www.osmoz.fr
<http://Shop.osMoz.com>

Vol1 Mythic Accords
Vol2 Original Blossoms
Vol3 Legendary Woods and Resins



Fragrant Events

Exhibition

Website

Books

Next Exhibition Les Parfums, L'Exposition Parisienne (12/09-15/09/09)

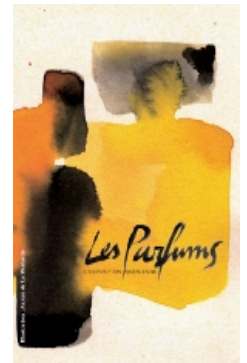
The 2nd annual « **Les Parfums, l'exposition parisienne** » trade show created by **Différentes Latitudes** (international luxury trader specialized in alternative brands) and organized by **Picaflor** will take place in **Paris** at the espace Richelieu.

Beauty, creativity, singularity, perfume is, by essence, part of the artistic domain. It is the meeting point of culture, inspiration and memory. The precious olfactory creations that are exceptional perfumes are its shining jewel. About **thirty brands will be present this year**.

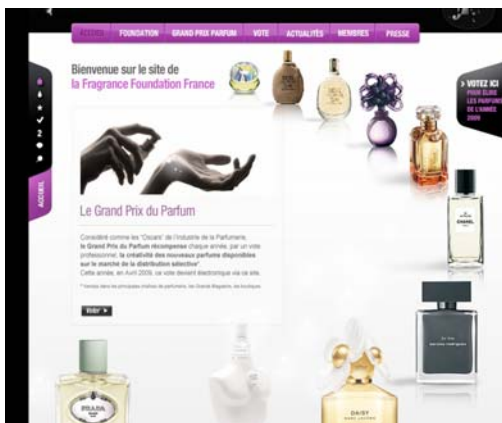
On the 13 th, the fair will be opened to the general public. A chance to discover brands that have never been presented in France and to initiate adults and children into the perfume universe via **workshops and activities that are both fun and educational**.

For more info : www.lesparfumsparis.com

www.differenteslatitudes.com



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New Website www.fragrancefoundation.fr

The Fragrance Foundation France run by President Catherine Disdet is pleased to announce its new website is on line. Like the European, the site of the Foundation includes the history of the organization, its American roots, its Members, the former prizes (since 1993), its events (**Le Grand Prix du Parfum** each spring). The site is available for both professionals of the perfume and cosmetic industry, and the public. Members of the Fragrance Foundation France (brands, designers, packagers and fragrance houses) will have their own access to specific services (newsletter, conferences...) in the next months.

Upcoming Fragrant Books

La Fileuse d'Effluves (Fragrance Spinster) by Danièle Chevaillier, prefaced by Annick le Guerer

Specialist of odors and language and now writer, Danièle Chevaillier has been working for many years in the marketing and the fragrance creation in the perfume industry. She wrote short stories in which each character will have his life changed by the power of odors and senses.

Available at Amazon and Fnac - on line

Perfumes the Guide Update 3 by Turin & Sanchez

No need to introduce famous duo Luca Turin and Tania Sanchez who present their n°3- PERFUMES: THE GUIDE containing over 200 new reviews.

You may find your perfume criticized inside...How lucky you ! Don't be scared !

The GUIDE is a critical survey of the world of perfume, one bottle at a time. Rather than "lists of notes" or categorizations into "fragrance families", you will find opinions and descriptions that sort the good, bad, and ugly of 1,500 fragrances, plus essays and supplementary material that cover the what, how, and why.

For more info : www.perfumestheguide.com



PERFUMES: THE GUIDE



> A fragrance blog dedicated to men (in french) : <http://fragrancesformen.blogspot.com/>

> Exhibition about beauty in Paris : <http://www.musee-moyenage.fr>

20/05/09 - 21/09/2009 « Le bain et le miroir » *Cosmétiques et soins du corps de l'Antiquité au Moyen Âge*