



> N°6 by Ida Delam

Ida Delam launches her own perfume, **N°6 L'Eau de Parfum**. Ida Delam begun her career in spa and wellbeing sphere...

Her first fragrance is inspired by her memories, and as a tribute to Miss Chanel. A wink also. This fragrance is born from her encounter with **Fabrice Olivieri**, from **TrendsLab**, a friend, who created this skinful oriental composition made of *aldehydes, myrrh, star anise, violet and iris on a vanilla, ambery and musky base*

Another successful number ?
For more info : www.ladadelam.com (on line boutique).



> Harrods pair by Bond n°9

Always creative for the recognizable branded bottle, Bond n°9 launches its new 'facet'. Harrods fragrant pair was presented in honour of Harrods London. Edition for women was created with floral notes by perfumer **Laurent Le Guerneq from IFF**. The fragrance is composed of *neroli, mandarin, wild chamomile, tuberose, cinnamon, clary sage, nutmeg, amber, sandalwood, leather and tuberose*

> Sublime Vanille by Creed

A new, unprecedented collection of Creed fragrances called Royal Exclusives launched in December with Sublime Vanille, a high quality fragrance and object of art created by master perfumer **Olivier Creed** and his son, **Erwin**.

Sublime Vanille is hand made with vanilla rich climbing *orchids of Tahiti and heady Bourbon vanilla of South America. Tonka bean, bergamot orange, Calabrian lemon and musk*.



> Eaux de Voyage , Aqua Motu, Aloha Tiaré, Vanille Extreme by Comptoir Sud Pacifique

This Winter, Comptoir Sud Pacifique's new motto is : don't wait for travels and summer ! Break your habits and smile ! Wear the 3 new deep versions of its best sellers ! A new interpretation for another invitation to travel and dream...

The emblematic breeze of **Aqua Motu** (which is the best '*beachy*' and *ocean fragrance*), the captivating **Vanilla Extreme** and the exotic narcotic **Aloha Tiaré** (*tuberose patchouli* on a *frangipani, vanilla, coconut and musky base*) exist now in a more intense and sensual version. The three bottles are in glass and not aluminium as before to be more precious and refined.

For more info : www.comptoir-sud-pacifique.com



> Focus on Amouage, Vero.Profumo, ... Seen at l'Exposition la Parisienne

Many brands such as Amouage, Atelier Flou, Vero Profumo, Etat Libre d'Orange, Piguet,... all brands selected for their distinction.

« Founded over a quarter of a century ago, **Amouage** is a niche luxury fragrance house that draws inspiration from its birthplace of the Sultanate of Oman, infusing reference points from a rich and colorful heritage that fires the imagination of all who come into contact with its wonderful products ». Amouage introduced its new Epic fragrances for men and for women (*A spicy floral on a oriental structure* for the feminine one). For more info : www.amouage.com

Vero Profumo, a Swiss brand created by perfumer Vero Kern, who created in her laboratory her first perfumes, with a hint of old or vintage spirit...perfumes conceived like old perfumes, with a high concentration of natural raw materials ... presented in little bottle in a leather suit case... For more info : www.veroprofumo.com





> Balenciaga Paris (Coty)

Event ! Balenciaga is back.

Balenciaga Paris is a new fragrance by Balenciaga, launched as the first fragrance after starting partnership with Coty, in 2008.

After iconic *Le Dix*, *Talisman*, or *Cristobal* fragrances... The brand starts a new history with this new launching in the Coty Prestige's celebrity fragrances portfolio.

Perfumer **Olivier Polge from IFF**, created it, not as a romantic floral fragrance, but with a dose of urban and traditional spirit, with nuances of *metal effects*. Its composition is characterized as a *chypre floral* with accentuated violet (without powdery effect) but light, fresh and natural accents given by violet leaves. *Cedarwood and patchouli* sustain a floral blend of *carnation and violet*.

Advertising face and muse of the new fragrance is french actress Charlotte Gainsbourg, known from other advertising billboards by the house of Balenciaga.

Available in February 2010.



> Vintage by Kate Moss (Coty)

Kate Moss Vintage is the most recent launch by the Kate Moss franchise after Kate (2007), Velvet Hour (2008) and Kate Moss Summer Time (2009), just introduced in September. It is a *fruity floral oriental* created by perfumer

Olivier Polge from IFF.

Olivier Polge (shown) is the recent winner of the prestigious International Fragrance Prize 2009, **the Prix International du Parfum**. Olivier Polge, 35, has built up a fantastic portfolio of fragrances that include *Dior Homme*, *Armani Code for Women*, *Kenzo Power* and *Davidoff Hot Water* and fantastic *Guerlain's Cuir Belge*... Congratulations !



> SJP NYC by Jessica Sarah Parker (Coty)

SJP's new opus after Lovely Collection, *Covet* and the superb first chypre rose *Lovely*.

This *fruity floral* fragrance was created by **Honorine Blanc from Firmenich**, who enriched top notes with *mandarin from Italy*, *white osmanthus* and *wild strawberries*. *A heart of gardenia*, *honeysuckle*, *mimosa* and *red Damascena rose*, on a warm and sensual background of *vanilla absolute*, *sandalwood*, *rum* and *creamy musk*. The Sex and the City' fragrance !

For more info :www.sarahjessicaparkerbeauty.com



> Love etc. by The Body Shop (L'Oréal)

The brand launches its new fragrance for women created by talented perfumer, **Dominique Ropion from IFF** who composed this *Love etc.* The brand says « *this is the first Eau de Parfum to feature an alcohol perfume base created from an ingredient which is fairly traded and organic.* » a *fruity milky* succulent for a captivating scent created with *pear*, *neroli*, *bergamot*, *jasmine*, *heliotrope*, *lily of the valley* on a *vanilla*, *sandalwood*, *creamy musk* base of *Love*...





> Bio-Beauté® by Nuxe

Nuxe and perfumes... ?

After the successful launching two years ago of the skin range, **2 organic (Ecocert label) and 100% natural fragrances** are to be launched mid november 2009 to complete the range. A lush and fruity sensation that Nuxe Group's President Aliza Jabès wanted to create, in line with its « Pulp Cosmetology® beauty » philosophy (fruity luscious organic actives for pleasure and care). The fragrances, **100% organic alcohol**, have been created with the restricted brief of Ecocert Label but like any classic fine fragrance. A difficult work for perfumers to create nice, sensual and fruity scents with long lasting but without the entire traditional raw materials... only two specific fragrance houses could challenge it :

Expressions Parfumées signed the deep violet one, « **Eau Fraîche de Parfum Envoûtante et Sensuelle** », a chypre fruity and gourmand slightly spicy fragrance, composed of rose, violet, patchouli, raspberry with elemi, nutmeg and bergamot on the top. The perfumer is **Philippe COLLET**.



Irene Farmachidi at Charabot created the sunny orange one « **Eau Fraîche de Toilette Pétillante et Dynamique** » composed of green leaves, apricot, mandarin, magnolia, blackcurrant, ylang ylang on a coconut caramel background.

They are available in department stores and drugstores, in 100 ml spray at 28€
For more info : www.nuxe.com - www.bio-beaute.fr



> Esquisses de Nature, parfum pour soi by Nature & Découvertes

Fabrice Olivieri perfumer at **Trendslab** (his own company) signed **3 organic fragrances** (labelled **Cosmétique Ecologique et Biologique**) for the French brand Nature & Découvertes. A new launch in line with brand concept, specialized in home, outdoors and natural wellbeing products.

Based on 100% natural raw materials (83% are from the organic culture), the fragrances have been created by a perfumer who likes and is used to create with those materials.

Sensitive to Nature and Niche brands, Fabrice created :

Sève de Wengé (brown) with *bergamot, lemon, pepper, ginger on a woody dry base of cedar, patchouli, leather and incense.*

Bulle de Yuzu (green) with *mandarin, bergamot, grapefruit, green tea, peach, cardamom and tonka beans.*

Nectar de Saraja (orange), is sensual with *citrus on the top, ylang, honey wax and vanilla.*

The bottles are packaged in origami flowered papers created by scenograph Marianne Guely.

For more info : www.natureetdecouvertes.com - www.marianne-guely.com - www.trendslab.fr

> Kaiak Natura by Natura

Masculinity, Freedom, vibrations, excess but balance...a man of harmony in line with the Bem Estar Bem philosophy dare to the Brazilian brand, here is the new fragrance for men KAIK in two versions. Kaiak like a boat, solid and powerful, for audacity and risks taken in the wild nature.

Kaiak (blue) is a fresh fougere created by **Givaudan**, a *scent based on lemon, orange blossom, woods and oak moss.*

Kaiak Aventura (green) is *cooler, aromatic, spicy and woody musky for a cold sensation*





> Focus on a Beauty Consultant, Odile Polette from Beauty Stories

Odile POLETTE – Beauty Stories : re- enchanting beauty

After more than 15 years in charge of marketing in the *cosmetic industry*, Odile Polette founded her own company **Beauty Stories** specialized in strategy and development, to help brands to feed and improve their history and DNA. Today, when confusion and suspicion in brands is real, the challenge is to deliver the right message to consumers. **Beauty Stories** proposes to ripen brand strategies and positioning, to conceive customized products and tell stories with her words (creation of all the marketing, communication, PR , and training contents).

For more info : www.beautystories.fr and beautystories@aol.com



> Focus on a Perfumer, Jacques Huclier from Givaudan

Graduated from ISIPCA, in 1987, **Jacques Huclier** joined Quest International in 1990, where he spent 5 years in NY. Working on American, Spanish, French and German projects, he has a global expertise. In 2003, he moved to Quest Paris, and integrates Givaudan in 2007.

His favourite materials : *Vanilla, patchouli and cardamom*, they bring signature and sensuality. *Virginian Cedarwood*, its vibrant note, its naturals and synthetics derivatives for the variety of their olfactive hues.

Among his creations, note some : *A*Men by Thierry Mugler, Ice*Men by Thierry Mugler , Jette Dark Sapphire by Jette Joop*

Ricci Ricci by Nina Ricci (with A. Guichard), Silver Shadow Private by Davidoff ,Vanilla Musk by Coty



"Signature and innovation are key".

> Upcoming books about perfumes

« 50 years of design » by **Pierre Dinand**

« Histoire du N°5 de Chanel, Un Numéro Intemporel » by

François Ternon

« Si le parfum m'était conté... » by **Annick Le Guérer**

By 2010, a new expected book by Historian **Elisabeth de Feydeau...**

Luca Turin & Tania Sanchez updated their **Perfume The Guide**.

The new paperback version has been renamed **Perfumes: The A-Z Guide** and contains all the fragrance reviews that were included in the three newsletter updates as well as expanded essays.



Vibrations épicées, volume IV

Délices olfactifs, volume V

Available from Nov 23

> Les Coulisses du Parfum, Fragrance Collection by Osmoz

OsMoz.com introduces for the holidays **two seasonal new sets of warm and comforting fragrances**, available on its site. Conceived by experts in fragrance design, these kits contain the most stunning natural ingredients as well as exclusive compositions.

A unique collection for all fragrance lovers.

For more info : www.osmoz.fr

<http://Shop.osMoz.com> and Press Contact : julien.levy@firmenich.com