

■ Focus on Alexandra Monet, perfumer at DROM

Alexandra Monet is Perfumer at **Drom Fragrances France**.

Alexandra graduated from ISIPCA and has been working with Drom since 2002, both in Paris and Munich. She also worked in NY for one year. Her career at Drom started with an internship in evaluation, and with dedication and hard work Alexandra has evolved into a perfumer. She applies her knowledge and *perfumistic* curiosity to fine fragrances, hair care, air fresheners and fabric care...She created fragrances for **Zippo fragrances**, **Evody**, **Yves Rocher** or **Lee Cooper**, her field of creation is large. Patchouli is her favorite raw material that she finds magical.



■ Focus on Bertrand Duchaufour and L'Artisan Parfumeur

Bertrand Duchaufour began his perfumer career in 1985, working for Florasynth Group in Grasse. Bertrand loves native arts, as it remains anonymous like the artists who create it. His creative process follows two fundamental principals: firstly, he believes that balance is achieved when opposites attract, like yin and yang. Secondly, nothing is lost nor is created, everything is transformed. He distorts and deconstructs nature, playing with contrasts such as vegetal and animalic notes. **L'Artisan Parfumeur** has collaborated with Bertrand Duchaufour over the last 10 years creating stunning compositions such as **Timbuktu**, **Dzongkha**, **Fleur de Liane**, **Al Oudh**, **Vanille Absolument** and many others.



L'Artisan Parfumeur's new collection Mon Numéro created by **Bertrand Duchaufour** features *8 moods, 8 numbers, 8 destinations*. Breaking the rules of perfumery, this collection will be on the market around the world in June, with specific numbers launched exclusively in different markets. Each fragrance is made with the most qualitative raw materials, you'll smell their richness.



N°1 is a bold seductive fragrance fresh and fruity with *pear and mimosa*. Delightful !

N°3 recalls the intoxicating notes of an alcoholic drink, with sober, elegant notes of *vetiver*. Elegant and virile.

N°4 is a fog of memories, in the barber's shop... *Lavender*... So familiar !

N°9 awakes the senses. A subtle *cologne*, zesty, crispy, with tangerine and citrus on a musky elegance on the background...

N°6 celebrates the rebirth of planet earth, a travel after moosoon, with *green, floral, fruity aquatic notes*

N°7 evokes a day in India, with *Chai Tea, Jasmin and Tuberose softened by Sandalwood*. With a whiff of spices.

N°8 *powder, iris*... Paying tribute to a great classic of perfumery...Classic and chic.

N°10 the addictive *oriental* with eccentric notes

■ 34, Boulevard Saint Germain by Diptyque

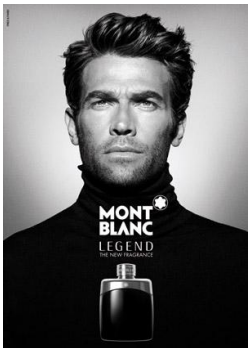
More than an address, a story where everything makes sense... In 1961, Diptyque set up at number 34 Boulevard Saint Germain Paris where it opens its first boutique. For over 50 years, The Maison has never ceased to explore new olfactory territories and develop its know how as perfumer. 34 encapsulates the fragrance of its first boutique... A unique scent made of rare and atypical aromas... available for body and home. The scent is composed of *unusual green notes, mosses, fig leaves and black currant, spices of the oriental markets, rich and exotic woods*. A fragrance signed by

Olivier Pescheux* who received the "Prix International du Parfum" 2011 award (organized by Cosmetic Valley).
Congrat !



■ Legend by Montblanc (Interparfums)

What are legends made of ? Inspiration, virtuosity and vitality. Just a decade after it was established, exactly 105 years ago in Hamburg, Montblanc had already become one of the most prestigious names, thanks to the cult status of its legendary *Meisterstück Writing Instrument*. Montblanc, synonymous with excellence. Its name is a signature, its logo a hallmark, the brand a world famous icon. Now Montblanc has reinvented its unique brand nature and personality again, in a new fragrance for men. **LEGEND** Naturally, for the man who wears it, LEGEND expresses a true personality and character. Conceived by Montblanc's in-house design team, the bottle captures the essence of masculinity, timeless design, and bears the classic Montblanc hallmarks.



Simon Clark embodies Legend

This very masculine yet subtle perfume, created by **Olivier Pescheux*** (**Givaudan**) is a fresh fougere. *Lavender, Bergamot, Litsea Cubeba (an exotic verbena), Evernyl, reminiscent of oakmoss*, deploys its warm sensuality and depth. Combined to *Pomarose™, and its facets of both rose and apple*. Combined with *Geranium*, Pomarose™ definitely gives the fragrance a modern edge. A blend of sensuality and harmony complete the fragrance.



■ Collection Les Fleurs Du Mal by Cousu de Fil Blanc

Soap manufacturer with mountain milk soap, *Cousu de fil blanc*, is a french new brand created by two women (one is paper designer, the other is aromatherapist).

Graphics, *green*, home made,... the new trend in niche skin care brands. They make soaps (based on chestnut, mountain, almond milks and essences) and organic fragrances based on mysterious substance, subversive heart, delicate top notes... absinthe, hemp, poppy. Three plants of sulphurous reputation... Available at Colette
For more info www.cousudefilblanc.com



■ Last launches spring / summer 2011... Selection



Daisy Eau So Fresh by Marc Jacobs
Chloé Rose Edition by Chloé
Yuzu by Caron
CK One Summer by CK
Jardin sur le Toit by Hermès
Untitled l'eau by Maison Martin Margiela
Saharienne by YSL
Week - End à Deauville by Nicolai

■ Jovoy - For Them, For Japan

The niche brand Jovoy in the Parisian boutique : Parfum d'Empire, Technique Indiscrete, Jacques Fath, Frapin & Cie, Rancé, Coudray, Isabey, L.T.Piver, Masaki Matsushima, Amouage, Dorin, M.Micallef, Poiray, Féraud, Grossmith, Jovoy, Nobile 1942, Hubert Maës, Hype Noses, Charriol, ApoT.Care.



A new eau de cologne called 'For them' has been created by Libertain Louison to support Japan Earthquake. In exclusivity France at the boutique Jovoy Paris and on the website www.techniqueindiscrete.com. All the benefits of the sale will go to Japan.



■ Mythical fragrances – Estée Lauder



You all know the beautiful saga of the brand. Mrs Estée Lauder founded her company in 1946 armed with four products and an unshakeable belief: that every woman can be beautiful. Today, more than 60 years later, that simple notion has literally changed the face of the beauty business

And we can't forget some of the mythical fragrances created by the brand, such as Beautiful, Knowing or more recently the 3 Private Collection (created by Aerin Lauder and inspired by the Private Collection of Estée Lauder)

Richness and quality of the fragrances which are still very actual and fashion.

1985 - Beautiful, rich floral, a masterpiece of flowers. A romantic and timeless fragrance, always in the US top best sellers. Iconic. Flowerful.

1988 - Knowing, the woman who knows, the famous deep chypre with fruity, floral and leather undertones, which empowers women...THE chypre.

The last collection composed by Aerin Lauder in homage to her founder and muse grand'mother. The Private Collection is composed of 3 duo of scents.

Since 2007 - Launching of Tuberose Gardenia, in homage to Private Collection (launched in 72 by Estée Lauder) : a green, floral fragrance (neroli, carnation, lili with vanilla...)...Amber Ylang Ylang, the floriantal with its cinnamon notes. And the great Jasmin and White Moss with its fresh chypre floral green notes (one of my favorite).



■ Orlandi reinforced in France

Testing and discovering a perfume or a cosmetic is a personal and unique experience: *You smell, you touch, you apply...* you like or not ! The sample is a direct link between a consumer, a brand, and a successful retail sale. **Orlandi** with patented technologies and expertise in fragrance and cosmetic sampling for over 100 years in the U.S now reinforces its Paris office with new sampling systems and under the new leadership of **Renzo Sereni**. Oasis® and Versa® fragrance labels as well Oasis Beauty® cosmetic labels are adapted to sampling fragrances and cosmetics at point of sale and in magazines.



These new products complement the broad catalog of existing sampling systems such as Orlandi's TruEssence® brand scented strips, Emanescent® and Touch-a-Scent™ cards, ColorKiss® lipstick samplers, iApply® cosmetic samplers and the acclaimed Orlandi scented blotters.

*New marketing and PR actions will be unveiled soon.
For more info: www.orlandi-usa.com*

■ Les Ateliers Parfums by Thierry Mugler

LESATELIERSPARFUMS
par Thierry Mugler



The successful olfactory workshops Thierry Mugler have been launched in 2005 for both professionals or passionate consumers. Since they have been enriched and completed with new topics. Aromas (chocolate, tea), wines, perfumes, essences, creation and raw materials, sense of smell, ...the entire backstage of perfumery is analysed, deciphered by women of expertise.

Diane Thalheimer, Elisabeth de Feydeau, Fabienne Antoniewski, Patty Canac, Odile Pontillo, Aurélie Dematons & Constance Deroubaix invite you to travel in a sensory experience and deep knowledge...You'll want to experience all of them ! Don't miss ! For more info : www.ateliersparfums.com

■ Blog & people

<http://www.ma-recreation.com/beauty...by Lili Barbery Coulon>

Lili's writing talents in her personal blog, her 'oxygen' about confidential beauty and « *air du temps* » news. Lili usually writes for a very nice beauty & fashion magazine and her blog is about fragrances, olfaction, beauty, Paris, places to go, secrets, hotels...Very good ideas she shares only with 'happy few'. I said *confidential...*



SyboConcept. Sylvie Borin's new company, specialised in promotion, communication and events, in beauty and perfumery fields. She created her own business after her experience at ReedBusiness where she was beauty events & public relations director (Cosmetiquemag, CosmetiqueHebdo...). She's launching new french mag ECLECTIQUE in June 2011
For more info: contact sylvie.borin@syboconcept.fr



Atelier de promotion, communication, événement