#### A PERSONAL PERFUME IS TWO THINGS:

ONE PART
OF SELF-CONSTRUCTION

A WAY OF COMMUNICATING WITH OTHERS

# THERE ARE TWO GREAT CATEGORIES OF PERFUMES

PERFUMES TO SATISFY
A LARGE GROUP
OF PEOPLE

PERFUMES INTENDED
FOR ONE PERSON
OR LINKING TWO PEOPLE

THIS IS OUR FIELD OF INVESTIGATION

**COMPOSITION CRITERIA** 

- OLFACTORY DIRECTION CHOSEN
  BY THE PERFUMER OR
  BY THE CUSTOMER'S COMPANY AND/OR
  RESULTING FROM A MARKET SURVEY
- PERFUMER'S OWN ARTISTIC PERCEPTION
- GENERAL TARGET = IMPERSONAL
- COST PRICE LIMIT

- OLFACTORY DIRECTION GIVEN BY THE WEARER RESULTING FROM AN INDIVIDUAL TEST OF OLFACTORY PREFERENCES
- PERSONAL TARGET
- NO PRICE LIMIT

**EXPERIMENTING THROUGH** 

- EVALUATORS,
- PANNELS
- CUSTOMERS IN SHOPS

- ENCOUNTERS BETWEEN THE PERFUME COMPOSER AND THE WEARER

## OUR FIELD OF INVESTIGATION

ONE PERSON
AND ONE ODOUR

#### OUR COMMITMENT

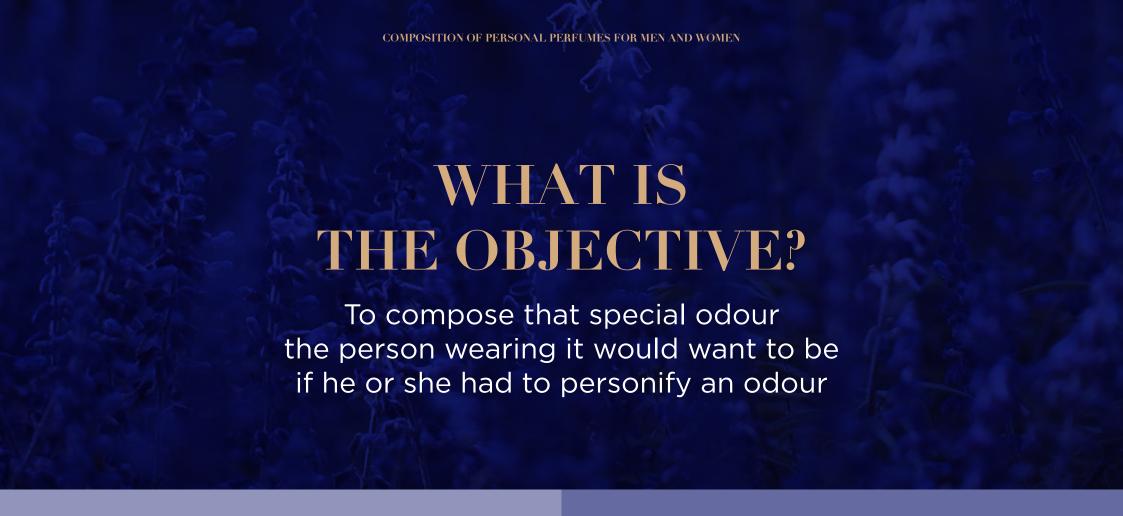
THIS IS NOT DIRECTLY PERFUMES

THIS IS A MEANS
OF UNDERSTANDING
HOW TO COMPOSE
PERSONAL FRAGRANCES,

THE BESPOKE PERFUMES
BEING THE OUTCOME

#### **APPROACH**

Direct communication with the perfume composer.



### THE QUESTION IS NOT:

What perfume do you like?

### THE QUESTION IS:

If you were a perfume, what perfume would you like to be?

#### TOOL Nº1

Individual test on fragrance preferences in order to make the initial choice of setting the direction and selecting the appropriate ingredients

#### TOOL N°2

The formula structure

TOOL N°3

A composing process

## TEST ON FRAGRANCE PREFERENCES:

No skills are required

No effort is needed to recognise the odours

No descriptive vocabulary is used

## A BLIND TEST WHICH REQUIRES:

- briefly smelling diluted ingredients or elementary combinaisons of ingredients
  - a simple spontaneous reaction:

"I like this odour very much" or "I don't like this odour enough to incarnate it myself"

## THE INGREDIENTS

Priority is given to the use of natural ingredients, even if they are expensive unless synthetics replacements add an olfactory advantage

Synthetic materials whenever an odour is not present in nature or impossible to extract

Synthetics to replace the animal extracts supporting the ethics of not killing animals, as in the fashion industry which has ceased to use natural furs

### EVALUATION

TESTS,
MODIFICATIONS,
ADDITIONS,
SUBTRACTIONS

FINAL EVALUATION AFTER ONE MONTH'S MACERATION