



A PERSONAL PERFUME IS TWO THINGS:

ONE PART
OF SELF-CONSTRUCTION

A WAY OF COMMUNICATING
WITH OTHERS

THERE ARE TWO GREAT CATEGORIES OF PERFUMES

COMPOSITION CRITERIA

EXPERIMENTING THROUGH

1

PERFUMES TO SATISFY A LARGE GROUP OF PEOPLE

- OLFATORY 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

- EVALUATORS,
- PANNELS
- CUSTOMERS IN SHOPS

2

PERFUMES INTENDED FOR ONE PERSON OR LINKING TWO PEOPLE

THIS IS OUR FIELD OF INVESTIGATION

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

- ENCOUNTERS BETWEEN THE PERFUME COMPOSER AND THE WEARER

OUR FIELD OF INVESTIGATION

RELATIONSHIP BETWEEN
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.

WHAT IS THE OBJECTIVE?

To compose that special odour
the person wearing it would want to be
if he or she had to personify an odour

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 N°1

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

COMPOSITION OF PERSONAL PERFUMES FOR MEN AND WOMEN

EVALUATION

TESTS,
MODIFICATIONS,
ADDITIONS,
SUBTRACTIONS

FINAL EVALUATION AFTER ONE MONTH'S MACERATION