

ACCORDS

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Perfume Extraordinaire Perfumer Finalists Q&A



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MANE



FLORIE TANQUEREL
COSMO INTERNATIONAL FRAGRANCES



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SYMRISE



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IFF

Ralf Schwieger, MANE Bukhara by Gallivant

What were the inspirations you drew upon when creating Bukhara?

Bukhara is a city on the Silk Road with a long history of culture and trade. The scent is dedicated to the majesty of the orris flower: the vast dark blue skies, arid landscape and architectural elements like the vibrant tiles used to decorate the mosques stand in for the colors of the flower, and spices representing the ancient trade are woven into a radiant latticework.

How do you want someone to feel when they smell the scent?

Elegance and transparency are two lodestars ruling my work - I dislike heavy and cloying fragrances and those where you only smell single raw materials in the trail. I hope that I somewhat accomplished that mission if the person who wears the fragrance feels the luminosity I tried to infuse in this scent.

What does it mean to you to be nominated for Perfume Extraordinaire?

The Perfume Extraordinaire is chosen by an industry panel of experts - perfumers, evaluators and marketers who criticize, praise and judge scents on a daily basis. The fact that Bukhara made it to the finalists' stage fills me with joy, knowing that only the scent and not the brand or packaging determined the choice.

Florie Tanquerel, Cosmo International Fragrance Garden of Grace

What was your starting point for Garden of Grace ?

When I received the brief from Sarah Horowitz, you can only imagine how excited I was! We worked closely with her to make her vision come to life in creating the smell of the "perfect rose" grown in the Rose Grace Farm located in Santa Inez, California. Growing up in the South of France, close to Grasse, the kingdom of the Rose Centifolia, I have a very special connection to the scent of roses. This was my starting point in creating Garden of Grace.

What specific effects did you want to achieve with this scent?

I knew I wanted to use our exclusive natural ingredient, the Rose Craftivity®, which is extracted through a green process in our plant in the South of France. This ingredient really captures the purest and most natural impression of a rose field in full bloom. I wanted to reflect a mix of modernity and sophistication while revealing the petally texture and pastel colors exclusive to the roses of Grace Rose Farm, so I combined other fluffy floral notes such as peony and Moroccan orris. Inspired by the California landscapes, I also incorporated fresh marine notes and fruity vineyard grapes while rounding out the fragrance with a bit of soft cashmere woods and musk.

What does it mean to you to be nominated for Perfume Extraordinaire?

All I can say is...Wow! Cosmo International Fragrances and I are very proud and more than happy to have been picked among the other amazing fragrances by the industry. For me, it

means that we have accomplished great success with this fragrance. It is already a true honor for us to be nominated this year and it really was a great collaborative effort across the globe, from Miami, Los Angeles to the South of France!

Alberto Morillas, Firmenich Gucci The Alchemist's Garden Hortus Sanitatis

What is unique about your collaboration process with Alessandro Michele?

Each time I get to work with Alessandro Michele, he seems to bring out a new facet of my own personality, or a curiosity that I didn't know existed. He's a fascinating individual, with a totally unique vision, and he has a way of bringing you into his world, so that you become part of the tapestry of what he's building. I've had the pleasure of co-creating with Alessandro since 2017, and during this time we've collaborated on nearly thirty different Gucci fragrances. Ultimately, we've developed our own unique 'language' and way of communicating. It's a very special and direct relationship that exists between myself and Mr. Michele, and it's important that I understand his perspective so that I can create fragrances that mirror his aesthetic and the vision he has for the brand. There is a certain amount of trust between us, and I have a keen sense of Alessandro's expectations even before I begin developing usually. Mr. Michele knows exactly what he likes, and subsequently what he doesn't like, and his feedback is invaluable to me during the process of formula creation. We are very in-tune with each other, and the chemistry between us at a creative level is one of the most fulfilling and enjoyable parts of working with him.

What were the inspirations behind Hortus Sanitatis?

Hortus Sanitatis, which is the Latin name for 'Garden of Health', is named after one of the first natural history encyclopedias published in the 15th century. Interestingly, Gucci had already published a tome under the same name with English photographer Derek Ridgers, who shot their Pre-Fall 2017 collection. This collection (and specific fragrance) was inspired by the art of alchemy and the concept of layering, to be able to customize fragrance combinations to create an utterly unique and personalized scent. I used notes of premium quality papyrus and cedarwood to showcase timeless elegance, imbued with a smoky quality. During the creation process of Hortus Sanitatis, I imagined rows of old glass flacons sitting on the wooden shelves of an antique apothecary, with recently brewed strange and mythical fumes wafting throughout the space. There's a rare strand of intoxicating darkness that runs through this perfume, with musky undertones that remind me of journeying to a pool of undiscovered water in a remote cave, the ebb and flow of waves marrying the essence of life and freshness with depth and shadows.

What does it mean to you to be nominated for Perfume Extraordinaire?

I'm truly honored to be a nominee. This award is one of the most coveted and renowned for perfumers worldwide. I feel extremely privileged to be in the company of many other esteemed perfumers, and humbled that my life's work is recognized as a distinguished body of thoughtful fragrances. Ultimately, the greatest pleasure I take is knowing that for every perfume I've crafted, I've imparted a bit of my soul into the creation, and I'm able to touch the hearts and minds of millions of people in this way.

Philippe Paparella, Symrise Memo Retba

How did you translate the idea of Lake Retba into scent?

Retba was initially intended for the Middle East market. My primary idea was to play with an addictive amber and stay away from the Rose/Oud cliché. I started with an accord made of our Ambre 84 DeLaire base, Vanilla Absolute from Madagascar, and some red fruit notes as a reference to the Lake's colors. Then I faceted this accord with spices (Cardamom, Pink Pepper, Ginger & Cinnamon from Madagascar) and woods to bring more sophistication. The result is an opulent ambery scent.

What emotions would you like the fragrance to evoke?

I want Retba to intrigue the consumer and take them to remote places. I like this quote from Yves Saint Laurent, who once said: "I use my imagination to conjure up countries I don't know. I hate to travel. For example, if I read a book about the Indies with photos or about Egypt, where I've never been, my imagination takes me there. That's how I take my best trips." As most of us have been unable to travel due to Covid-19, I'd like to think that this creation can transport us somewhere else with the strong evocative power of fragrances. And that's what Memo is about.

What does it mean to you to be nominated for Perfume Extraordinaire?

I have always admired Dave Apel and Emilie Coppermann's creativity, so being nominated in the same category as them is such an honor. It would be amazing to follow in their footsteps. Thanks to my colleague Alienor Massenet, I had a chance to fulfill my passion and work in tandem on niche perfumes for Hermetica, Memo, and a few other brands. I owe this nomination to her for being an inspiration and role model over the past few years.

Pascal Gaurin, IFF

Scents of Wood Plum in Cognac

What effect did you want to achieve with this scent?

Brands are always a reflection of their creators. Scents of Woods reflects Fabrice Croise's love for nature and uncompromising stand for creativity and luxury. With Fabrice, we are both astonished by the endless power of trees, these majestic living organisms have been our silent companions since the beginning of humanity. We also share the same fascination for wood as a living material and its infinite transformative power when it interacts with human imagination. Wood as a raw living material has yielded us the most beautiful human creations on earth whether it be a sculpture, an architectural masterpiece, or a luxury fragrance.

Plum in Cognac is at the confluence of my childhood memories and my constant quest for sensuality in perfumery. With this fragrance, my desire was to convey the memories of a voluptuous purple Plum ripe with life, also known as Quetsche d'Alsace, combined with the dense woody and resinous essence escaping from the dark forests of my childhood.

What challenges did you encounter in its creation?

My first challenge was to preserve the woody signature which is at the core of Scents of Wood's brand DNA while magnifying it with a sensual and decadent element. It's where this luscious purple Plum enveloped in a thrill of dark Rum comes into play. The decadent blend of this juicy fruit dripping in voluptuous dark Rum brings this deep sensual purple effect to the wood.

My second challenge came from the brand's unique creative process, the organic alcohol was aged in a vintage Cognac Barrel. Throughout the creation process, I had to make sure the scent will perfectly marry with this aged alcohol and will reveal all the olfactive complexity of Aged Cognac Wood.

What does it mean to you to be nominated for Perfume Extraordinaire?

Working on Scents of Wood has been a beautiful journey and it's especially incredible to see Plum in Cognac nominated in the Perfumer Extraordinaire category only 9 months after the brand was launched. At a time when the number of fragrance launches is hitting a record high, seeing Plum in Cognac being recognized for its creativity and uniqueness is also the most beautiful reward I could have wished for.