

# forum

fragrance

WINTER 2009

A Fragrance  
Foundation  
Publication

## PLANS UNDERWAY FOR FIFI® 2009

The Fragrance Foundation is pleased to announce the details of the FiFi Awards Gala for 2009. This year's eagerly anticipated, star-studded celebration is slotted for Wednesday, May 27th, 2009 at The Armory @ 25th Street & Lexington Avenue, with the award ceremony and party scheduled to begin at 6:00 p.m.

For the first time, FiFi will recognize innovative independent scents in the new "Unique Boutique" category for fragrances sold in boutiques and specialty stores (50 doors or under).

For full details of The FiFi Awards, including schedules, nomination forms and other important information for the 2009 event, please check The Fragrance Foundation website, [www.fragrancefoundation.org](http://www.fragrancefoundation.org).



*Information for  
2009 will be  
posted in the  
coming weeks.*



## HENRI BENDEL ... UP CLOSE & PERSONAL



For over a century now, Henri Bendel has been, as it is today, *the* destination for fashion trend spotters and trendsetters who flock to the Fifth Avenue store for the newest and the next in clothes, accessories, beauty and fragrance.

Bendel's fragrance department is a lovely, open jewel-of-a-boutique stocked with an exceptional collection of niche or "indie" fragrances. In a charming aerie on the second floor, it is a veritable showcase for a heady and intoxicating assortment certain to surprise and persuade even the most jaded of fragrance consumers.

The Forum sat down with Claudia Lucas, general manager for beauty and fragrance at Bendel's, hoping to gain

some insights into this unique specialty operation store. For starters we asked:

**What sets Henri Bendel apart from other retailers?**

One of the obvious differences between Bendel's fragrance department and that of the department stores is its 2nd floor location. The way it's set up is very airy and, while there are no counters, there

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## FLORENCE, CAPITAL OF CREATIVE NICHE PERFUMERY

By Mariangela Rossi

From September 12th to 14th, 2008, the garden of the historical Palazzo Corsini, one of Florence's most elegant settings, was again the venue for **Fragranze**, the only trade show in Europe dedicated to artistic excellence in the world of international perfumery.

The event, which promoted products of the highest standards in heritage, quality and research, brought together 113



Palazzo Corsini, Florence, Italy

brands, 1,300 visitors (20% more than last year, with twice as many foreign buyers) and a schedule that combined information and exhibitions for the attendees; in-

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## FRAGRANCE INNOVATORS: Cathy Gins, Aromawear®, Talks To The Forum

Ever in pursuit of the new and innovative in fragrance products, the editors of the Fragrance Forum sniffed out the scent of Aromawear at the recent HBA Expo. Intrigued by the intricacy and charm of the concept and the designs, we hooked up with the company's founder and designer, Cathy Gins, to find out about her collection and the vision behind it.



Cathy Gins

With credentials including that of jewelry designer for couturier Emanuel Ungaro in Paris, where she also started her own line, Gins returned to the States where she held key positions at Accessocraft and at Avon where she rose to Global Director of Jewelry. And it was at Avon, not incidentally, where she learned the secrets of incorporating fragrance and therapeutic essential oils into the designs that brought Aromawear to a reality.

Gins offers a collection of precious metal jewelry and accessories inspired by 19th century European vinaigrettes – each piece fitted with a tiny grille designed to hold a scented “wick”. The disposable “wicks” can be infused with the customer’s signature

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A sampling of Aromawear's jewelry



## ON-PAGE FRAGRANCE SAMPLING: “TURNING A PAGE IN THE BOOK OF NATURE?”

By Wendy D’Amico

**Pick up any fashion magazine and find three or four scented strips and perhaps a fragrance-infused “try before you buy” label attached to a perfume ad. A department store catalog slipped from the mailbox opens to reveal a scented insert stapled within, while one or two – or more – scented “blow ins” flutter to the floor.**

Without doubt, on-page sampling is a major motivator in the decision to purchase with “sample it and they will buy” proven to be among the most powerful tools in fragrance marketing.

In this, the second installment in a series on the green movement as it applies to the fragrance industry, the Fragrance Forum talked with Diane Crecca, Vice President of Arcade Marketing, Inc. Arcade, which pioneered the ScentStrip® Sampler and holds numerous patents for sampling technologies, is at the forefront of the industry, positioned as it is, as the global leader in multi-sensory sampling.

In terms of sustainability efforts and the use of environmentally friendly materials, Arcade, like so many companies today, is experiencing an increase in consumer awareness and responds to their concerns as appropriate. For example, where a retailer has

converted to catalog production with a manufacturer that is Sustainable Forest Initiative (SFI) and/or Forest Stewardship Council (FSC) certified, obviously there’s interest in preserving the integrity of the catalog. (The FSC, which give authorization to products that adhere to their tenets and guidelines, assures that forest resources are sustained through responsible and legal management and that the rights of workers and indigenous communities are respected and pro-

tection in order that future generations will enjoy the benefits of the forest.)

At the same time, Arcade’s parent company has launched its own green effort across all its companies with a strategy that includes engaging in selection and verification processes that support conscientious sourcing of materials. The company looks for vendors who can assure them that they, too, are committed to fostering business practices that contribute to sustainability of natural resources. And, we learned, Arcade is also working with customers and vendors to meet the European Union’s new requirements on chemical substances; legislation introduced to improve pro-

***“Marketers and sampling industry executives agree that luxury touches remain an important advertising tool and that the desire for those will continue. The challenge – and the goal – is to fulfill that desire in environmentally responsible ways... a green imperative, so to speak.”***

tection of human health and that of the environment.

While certain of the company’s paper-based systems, including ScentStrip, are biodegradable, re-cycled paper may not yet be in the cards. Since there’s currently no way to know the origin of recycled fiber, there are challenges, in terms of fragrance integrity, associated with its use; a possible interaction that might affect fragrance rendition, for example. Some of Arcade’s hybrid devices, how-

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## FUNDRAISING FOR EDUCATION PROGRAM REACHES 90% OF GOAL

“Making Sense of Scents”, The Sense of Smell Institute’s long-awaited educational initiative, is now underway. With sufficient funds having been raised to cover the initial phase of the program, the

Institute is working in conjunction with Weekly Reader Publishing to mail packets of teachers’ guides, posters, reproducible activity sheets and rub ‘n sniff stickers to 5000 3rd to 5th grade teachers in mid-February.

To date, approximately \$130,000

have been raised towards the cost of the project’s launch. As this is an ongoing program, however, many sponsorship opportunities remain. Plans for the future include additional mailings to teachers and a dedicated web site complementing the mailings and offering additional educational materials.

Major corporate sponsors of the program include Coty Beauty, Firmenich, IFRA, International Flavors & Fragrances, P&G Prestige Products and Sephora. Arcade Marketing will be producing the rub ‘n sniff stickers for the project.

*For additional information about the program and sponsorship opportunities, please contact Terry Molnar at [tmolnar@senseofsmell.org](mailto:tmolnar@senseofsmell.org)*

## WELCOME NEW MEMBERS!

We welcome the following new members who have recently joined The Fragrance Foundation:

- Adspace Digital Mall Network**
- Atelier Perfumes**
- Falic Fashion Group**
- Global Reach Enterprises**
- Valois of America, Inc.**
- Zirh Holdings LLC**

## “MAKING SCENTS OF YOUR FUTURE” Draws Record Crowd

On November 19th, The Fragrance Foundation hosted its Annual “Making Scents of Your Future” Career Guidance Fair at Baruch College. The event, which was sponsored by Avon Products and Givaudan Fragrances, drew over 130 high school juniors

Career Coordinator for Bergen County Academies, attended for the first time this year with her students and reported, “It was wonderful! We took about 15 students. It was a great day. The workshops were very well organized and exposed our students to many different career paths in the fragrance industry. In addition, there was a speaker at the end from FIT who spoke about college programs specific to the industry.



Students gather to listen to Tracy Haffner, VP Global Fragrance for Avon, as she welcomes them to the program.

from NYC and Bergen County, NJ high schools.

This year’s event was exceptionally successful,” notes Terry Molnar, Executive Director of The Fragrance Foundation, “thanks to the support of our sponsors and industry members who took time out of their hectic schedules to participate in the breakout sessions and share their experiences with the students.”

Heather Lawler, the College and

The students loved it. I think next year we will have many more students who want to attend.”

*Industry members who are interested in participating in the 2009 Career Fair should contact Terry Molnar at [tmolnar@senseofsmell.org](mailto:tmolnar@senseofsmell.org)*

## RAFI HADDAD RECEIVES 2008 SCIENCE OF FRAGRANCE AWARD

Rafi Haddad, a researcher at the Weizmann Institute of Science in Israel, has received the 2008 Science of Fragrance Award in recognition of his investigation “Predicting Odor Pleasantness with an Electronic Nose.” Haddad presented his research results at the 2008 International Symposium of Olfaction and Taste in San Francisco in July.

Odor pleasantness is a primary dimension of olfactory perception, yet how much of this dimension is learned and

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Cos Policastro, President, Givaudan Fragrances, shares his career experiences with students at the opening session.

RAFI HADDAD,

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how much is innate remains a topic of debate. Haddad theorized that the innate aspect of odor pleasantness should be rigidly mappable to odorant structure and set out to demonstrate this by training an electronic nose (eNose) to predict odor pleasantness. The results of Haddad's research demonstrate that odor aspects governing both neural and perceptual olfactory responses can be captured in part by an eNose.

## FRAGRANCE FOUNDATION – UK HONORS VIVIENNE WESTWOOD

On Wednesday, November 19th, 2009, The Fragrance Foundation UK inducted Dame Vivienne Westwood into the UK "Circle of Champions". The event follows the initiative, set up by The Fragrance Foundation in the U.S.A. to pay tribute to individuals who have made a notable and newsworthy contribution to the fragrance industry. This is the second year the honor has been awarded in the UK. Sir Paul Smith was that country's first honoree.



Vivienne Westwood (center) accepts Circle of Champions Award.

## FRAGRANCE FOUNDATION TEAM NEWS

Terry Molnar's title has been expanded to Executive Director of The Fragrance Foundation and The Sense of Smell Institute. In addition to her existing responsibilities, Terry will be taking on the additional responsibilities of fund raising for the Foundation in the form of sponsorships for our events and underwriting as well as expanding membership. Additional special projects will fall under Terry's responsibilities as they arise and are fitting.

## TFF WEBSITE GETS A NEW LOOK, OFFERS NEW FEATURES

As previously reported, The Fragrance Foundation recently relaunched its website at <http://fragrance.org> or <http://fragrancefoundation.org> with a chic, modern new look, an easy-to-navigate and highly user friendly homepage. By all measures the new site has been very well received. New features include:

- **Fragrance Industry Job Bank** – a new feature, available exclusively to members of The Fragrance Foundation, the Job Bank will allow companies to post openings at their firms and solicit applicants. (This feature will be fully operational in 2009.)
- **News & Interviews Section** – this newly expanded part of the website will spotlight news features from The Fragrance Foundation, including press releases, announcements and event wrap-ups, as well as interviews with and profiles on leading perfumers in the industry.
- **Online Merchandise Ordering** – merchandise from The Fragrance Foundation, including booklets and videos can now be directly ordered online in the section of the site called TFF Merchandise.



- **Expanded Education Section** – all three of The Fragrance Foundation's professional education programs – the original Certification Program for Certified Fragrance Sales Specialists (C.F.F.S.), the Advanced Certification program for graduates of the C.F.F.S. course, and the newly introduced Fragrance 101 program for part-time, seasonal and temporary fragrance sales specialist training – are thoroughly explained in this section of the website. Additionally, links to registration sites for all three programs are included so that interested participants may click through directly to enroll.

Last but not least, the Foundation's newly designed logo is featured on the website's homepage and throughout the rest of the site as well. Be sure to take a look!



## The Fragrance Foundation's Calendar of Events

### JANUARY 2009

#### Tuesday, January 27th "Hot off the Press" Review of 2008 Beauty Industry Results

- In partnership with NPD Beauty, The Rainbow Room at 30 Rockefeller Plaza, NYC
- 7:45 a.m. - Networking Breakfast
- 8:30 a.m. - Presentation

### FEBRUARY

#### Tuesday, February 17th "Managing Business in a Recession"

- Time Life Building, 1271 Avenue of the Americas, New York City
- 8:30 a.m. - Breakfast
- 9:00 a.m. - Presentation

### APRIL

#### Friday, April 24th FiFi® Finalists Breakfast

- Mandarin Oriental Hotel, 80 Columbus Circle, New York City
- 8:30 a.m. - Breakfast
- 9:15 a.m. - Announcement of Finalists

### MAY

#### Wednesday, May 27th 2009 FiFi® Awards

- Lexington Avenue Armory, 68 Lexington Ave., New York City (Between East 25th & East 26th Streets)
- Awards Ceremony and Celebration

For most up-to-date calendar listings, please check The Fragrance Foundation website at [www.fragrancefoundation.org](http://www.fragrancefoundation.org)

# THE SECRET LIFE OF PERFUME

Lyn Leigh – Press & Communications,  
The Fragrance Foundation

Little did those of us who had gathered early on a Monday morning, in the lobby of International Flavors and Fragrances, have any inkling of the very special day that lay ahead. We had been invited to spend time with the master-perfumers and researchers at IFF for an “insider’s tour” of their Botanical Gardens, including a special presentation highlighting IFF’s focus on naturals and leading-edge technologies and discoveries at their R&D headquarters.

A little bleary-eyed and clutching our containers of coffee, we piled onto the comfy coach and headed to the Lincoln Tunnel. Union Beach, New Jersey, would seem an unlikely place to find a little corner of fragrance heaven, but for a few hours, we were all wafted to a steamy, scent-laden, hot-house full of exotic blooms and guided through the tour by some pretty exotic fragrance experts, or “noses”.

To the outside world, the name International Flavors and Fragrances is not especially well-known. But to those within the industry, IFF is famous for its innovation and creativity in making literally hundreds of thousands of consumer goods smell wonderful. From the most basic of commodities, like washing powder, to the highest, most magical, elusive and ethereal art form of them all: perfume. On this special day, IFF opened its doors and let us take a peek behind the scenes and oh, what a lovely world we stepped into.

Arriving at their headquarters in Union Beach, we were welcomed by the smiling team that awaited us, including Subha Patel, Director of Nature-Inspired Fragrance Technology; Matt Frost, Global Director of Fine Fragrance and Beauty Care Marketing; Laurent Le Guerneq, Senior Perfumer and Ben Alexander, Botanist. Oh, what a fascinating group of people they turned out to be.

Seated around their conference table, we were given an overview of the global reach of IFF and what we could expect to see as we went on the tour: Materials their creative teams were working on to create unique fragrances



Beauty Editors got a unique opportunity to tour lush greenery at IFF Botanical Gardens

that resonate with consumers. Rare ingredients they had discovered of late. New technologies being explored to capture ever more intense and natural aromas. Research being done on the life of plants, flowers and nature itself in all its infinite mystery.

Just listening to each and every IFF expert was a pleasure because they were so very knowledgeable, so very passionate and so very in love with their subject matter!

Soon, we were spellbound and eager to be shown around the highlight of the tour: The IFF Botanical Research Garden— a Victorian-style greenhouse—with room after room filled with a thousand and one blooming, blossoming varieties of orchids, roses, tropical fruits,

flowers and spices, is a botanical collection second to none that is the pride and joy of Subha Patel who oversees this house of treasures.

Subha loves to escort clients and guests through the greenhouses, renovated, under her watch, with a courtyard fitted between the buildings and a gentle waterfall masking the sounds of Route 36 beyond. The hundreds of specimens gathered there are all trying to communicate their essences through their scents. “It’s the way the plants talk to you,” she says, “They talk to you through their aromas, and we are trying to understand their languages.”

IFF also specializes in “living flower” technology – sampling the scents of flowers while they are still on the plant so that their scents can be captured at any point in their biorhythms.

As we walked through each humid, sub-tropical room, the sights and scents engulfed and enchanted us. From the most delicately tinted, palest of pale ivories to the most exuberant, vibrant pinks, here is a colorful display from nature’s art gallery in all its glory; the earthy, mossy aromas punctuated with a touch of sublime orchid or elegant rose. By the end of the tour, we did not want to leave. Gripped by the fascinating man-made science, enchanted by the natural world, we wanted to linger in this garden of delight, intoxicated on this potent cocktail of perfumes.

I’ll confess now that it was my first day “on the job” at The Fragrance Foundation, and I could not have asked for a more delightful induction into the wonderful world of fragrance. ♡



“It’s that bold new fragrance from Uncle Sam – Misconduct.”

is the “play bar” where, according to Lucas, customers can walk around, play, touch and feel and “go on your own personal journey.” With a 100-year history of presenting new ideas, new designers and new products, “it was clear, when we looked at beauty,” she said, “that we had to do something completely different, so we decided to go down the route of niche fragrances, which, at the time, were really emerging as a category. Suddenly, there was a real interest in the artisanal aspect of the product, and we saw that as a door opening to what you see today.”

### Who is the typical Bendel’s customer?

Lucas described her core fragrance customer as “one who knows us well and is already invested in a certain fragrance, and then the other part is the customer who comes in with a sense of discovery; who’s interested in the olfactory journey. Finding something more uniquely yours is what we offer.” And while there are some differences between the Bendel’s fragrance customer and those who shop the department stores, she feels that there’s room for both, citing herself as the perfect example, owning up to the fact that she has several big commercial fragrances in her own wardrobe which she “absolutely adores.”

### What differentiates Bendel’s in-store promotions?

When it comes to personal appearances and/or in-store events, Lucas noted that because many of their vendors are small, there is the opportunity to get them on the floor, and train the staff, which is important. And the vendors value access to consumers because they get great feedback from them. These people are not on everyone’s radar, but the store enjoys having them there, she said, “Because they tell their stories so well. The sort of people we deal with are not in the business to make money, but because they’re artists. They love what they do and, if they can make a living at it, they’re happy.”

### How does the store alert customers to events and activities?

Bendel’s has in-house PR that works very closely with their vendors, and they hold a major beauty breakfast every year



The fragrance “Play Bar” at Henri Bendel

where they invite editors in to show them things they might find interesting. Customers are alerted by phone, and Bendel’s web site posts upcoming events. The store also works with the Sniffapalooza group, hosting a lot of their weekend junkets and has also done targeted events with them.

### And what about sampling?

It isn’t something they can do with all the vendors; many of them are small and can’t afford it. But if they can, they do. At point of sale, if the customer is unsure, she’s encouraged to take away a scented card or try a fragrance on skin and then come back.

### This year, The Fragrance Foundation will introduce a new FiFi® Award category – Indie Perfume of the Year. What does this mean to those brands and to Bendel’s?

“I think it’s a great way to recognize something that’s been happening in the industry for a few years now. What these independent perfumers have done is to really get people talking about fragrance again. In that respect, we should be grateful to them. In recognizing them, you are rewarding people who are doing positive work to boost fragrance awareness, which is what the Fragrance Foundation is all about.”

### If one of your brands should be nominated or win a FiFi®, wouldn’t that be exciting for your store?

“The more recognition we get for the people we work with, the better it is for

us,” she acknowledged. A lot of editors go to the FiFi Awards, so, if we reward these artists, the press will pick up on that and that can only lead to good things.”

### We’re all aware that fragrance sales have slipped a bit. What do you think retailers can do to lure consumers back to the counter?

Lucas happily reports Bendel’s fragrance business has held up quite well this year. Obviously consumers are always receptive to newness... that’s still a driving factor and the store has done well with some of their newer initiatives. She explained that the store does trunk shows which, in her experience, are great. “You get the product in the store, you get the passion”. Going forward, she concedes that business may be challenging. After all, fragrance isn’t something anybody needs. It’s something they want or desire. And many times, they don’t even know they want it until they actually walk over the threshold. “We continue to rotate the assortment, so there’s always something new to discover. And, “of course,” she continued, “the experience in the store is as important as the item you take away. You have to continue to engage with your customers and excite them. Through conversation, you can convert them – that’s how you get the sale. They go away feeling that their purchase is a good one. It makes sense to them.”

### Do you consider Bendel’s as a leader in the niche fragrance movement?

With its rich, rich heritage, it would

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seem so. New to us was the fact that Henri Bendel, himself, introduced 20 fragrances during the 1920s. And, Lucas, told us, the store still has customers who come in asking for *10 West* (the store's original 57th Street address) and *Checkmate* – two of the four private label fragrances developed for the store's innovative beauty department, The Gilded Cage, in the Geraldine Stutz era. And the story continues. This year saw the introduction of *Bendelirious*, the first private label, fine fragrance introduced since the Stutz years.

### What do you see as the importance of The Fragrance Foundation to the industry?

The Fragrance Foundation “keeps fragrance top of mind, talks about new initiatives and rewards the industry and individuals. For a retailer, that is what you want to see happening.” Also, she pointed out, “there's the educational aspect. Again, the more people know about something, the more at ease they are about making a purchase.”

## PSYCHOLOGY TODAY LAUNCHES “SMELL LIFE” BLOG

*Psychology Today* introduced a monthly blog focusing on the “Smell Life.” The blog is written by Rachel Herz, noted scientific author of the recently published book, “The Scent of Desire,” and visiting professor at Brown University, will focus on a different aspect of this mysterious sense and the role it plays in our lives. The timely topic of January's blog is “Smell Your Way Thin” and it can be accessed at <http://blogs.psychologytoday.com/blog/smell-life>. Previous topics which can still be accessed at this website include: “Making Scents of the Holidays,” and “Comfort Smelling.”



Rachel Herz

Rachel Herz also serves as an advisor on the Sense of Smell Institute's Scientific Advisory Committee and is frequently quoted in the media.

Rachel Herz photo by Christine Acebo



Visitors explore the displays of 113 brands at Fragranze

## FLORENCE, CAPITAL OF CREATIVE NICHE PERFUMERY, Continued from page 1

dustry executives, professional “noses”, press and perfume enthusiasts. Against a floral backdrop, the most artistic among perfumery brands were showcased in a new and delightfully scented, multisensory display designed by Sergio Colantuoni, stylist and fashion editor for many lifestyle magazines.

“Fragranze is a workshop where we select the newest and most interesting concepts, as well as the industry and research products complementary to and consistent with artistic perfumery,” said Raffaello Napoleone, managing director of the show's parent company, Pitti Immagine. “It continues to grow and is now ready to develop a network of new initiatives which might involve the key players in international beauty.” According to Agostino Poletto, deputy general manager of Pitti Immagine, “The niche category grows by 10 percent each year, with a turnover of 100 million euros on the global perfume market.”

The escalating success of Fragranze adds greater credibility to Florence's claim as an international capital of creative perfumery; a reputation beyond even that enjoyed by the city during the Renaissance when Caterina de Medici brought the arts of Italian perfumery to France. It's also the city of Lorenzo Villoresi, among the world's most esteemed perfumers and winner of a 2006 Coty Award, who will launch his Accademia dell'Arte del Profumo here next year; a contemporary venue of atelier, training

center, workshops and a botanical garden offering the opportunity to explore the world of the Italian *maître parfumeur*. The goal of the Accademia dell'Arte del Profumo is to stimulate and involve a wide and varied audience in order to promote the world of perfume, its 2,000 ingredients, and the use of the sense of smell; arguably, in declining use in today's world. “It's a sense that, if trained, can unleash a rush of emotions,” said Villoresi, who introduced the project during the Fragranze event.

While the spectre of global recession fuels talk of a return to simplicity and purity, even in fragrance essences, a different trend has emerged in Florence; an escape from common scents to a sort of “olfactive elitism.” This concept was certainly well represented among those at Fragranze. “The consumer today is more critical, prepared and informed, sometimes even more so than the retailers, and the future tends towards fragrances with strong personalities and charisma; character not overshadowed by packaging,” said Silvio Levi, President of Calé, one of Italy's most renowned fragrance distributors.

“I agree, luxury is still fashionable. Our best performing line is by Clive Christian,” said Celso Fadelli, C.E.O. of Intertrade Europe, a well known distributor and fragrance executive who works with professional noses. “The wealthy keep on spending and don't fear recession.” Among the company's new lines, introduced at Fragranze and a reflection of the “perfume as art” trend, was *Nez à Nez*, by the Parisian painter Stéphane

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Humbert Lucas and his wife Christa Patout. It's an olfactive research project of sorts, spearheaded by Christa, an essence expert, conveying the artistic concepts of Stéphane's paintings through expressions of aroma.

Another olfactive trend discussed during the event was the role of the Internet in the appreciation – though not the purchasing – of fragrance. “While it seems contradictory – perfume being sensory, sensual and emotional while the net is detached and removed – you can chat about fragrance and exchange information, but not experiment” noted Ornella Pastorelli, founder of the Casaroma home fragrance line and author of the new booklet *Il Profumo della Rete* (published by Socialmente). Based on the results of a recent online survey among Italian perfume fanatics, the Internet-savvy, female fragrance consumer is between 25 and 44 years old and employed as a teacher or other (55%). While she uses the Internet to learn about fragrances, she doesn't actually shop for them in that way – preferring to patronize perfumeries and explore the selections independently, without too many suggestions by the retailer. Meanwhile, as in the U.S., the olfactive blogs are gaining popularity in Italy. The pioneer site and most popular at the moment is [www.bergamottoebenzoino.blogspot.com](http://www.bergamottoebenzoino.blogspot.com), launched by Genoese Marika, followed in popularity by the online fragrance forum [www.alfemminile.com](http://www.alfemminile.com).

During the three days of Fraganze, other trends emerged, including the following:

- Gourmand scents. *Chocolat*, a cult-hit fragrance by Italian perfumer Silvana Casoli and her brand Profumo, is celebrating its tenth anniversary.
- *Tauleto Wine Fragrance*, by Umberto Cesari was inspired by the cult red wine Sangiovese, now reflected in an eau de toilette, body line and the Lume Tauleto, a delicate wine and floral scented catalytic lamp that premiered at the trade show.
- “Location” fragrances, themed around special travel destinations. Among these was the new *Baume de Doge* by Eau d'Italie. With head notes of sweet orange and bergamot opening on a spicy base, the fragrance is a tribute to Venice and the scented pomanders used in the time of plague for their perceived antiseptic

properties. Other examples are *Forte + Forte*, the new Profumi Del Forte fragrance, inspired by glamorous Tuscan summer holidays at Forte dei Marmi; *Odori* by Profumi di Firenze, created by Enzo Galardi; and the Amalfi coast themed *Costiera* by Profumi Della Costiera Amalfitana, a collection linked to mythology and the seascapes around Naples.

The next Fraganze Trade Show in Florence is scheduled for September 11-13, 2009.

*Mariangela Rossi is a freelance journalist based in Milan and specializes in lifestyle, perfume and spas, contributing for well known Italian magazines such as Elle Italy, Capital and Venerdì, weekly magazine by national daily La Repubblica. She's the author of "Il Libro del Profumo" (The Book of Scents), published in Italy by TEA*

#### ON-PAGE FRAGRANCE SAMPLING, Continued from page 2

ever, can be produced on recycled material, and the company has, and will continue to work with paper vendors on these issues.

Crucial elements in the manufacture of the sampler are, of course, ink and glue. Arcade is working with their vendors on those as well. The goal is to use inks formulated with significant quantities of bio-based, renewable resources like vegetable oil and avoid those with heavy metal content.

In point of fact, it was stipulated that Arcade strives to work with vendors who mandate green efforts in their own sourcing, manufacturing, post-production and “end of life” activities. And, clearly, most are committed to developing or identifying environmentally friendly alternatives.

According to industry reports, among fine fragrance manufacturers, there are some who fear that giving up certain luxury touches in printing – foil stamping, for example, may compromise consumer perception of luxury and they may be reluctant to abandon them. “Marketers and sampling industry executives agree that luxury touches remain an important advertising tool and that the desire for those will continue. The challenge – and the goal – is to fulfill that desire in environmentally responsible ways ... a green imperative, so to speak.”

#### FRAGRANCE INNOVATORS: CATHY GINS, Continued from page 2

fragrance or an essence from Aromawear's vast library of aromatherapeutic oils and blends.

Originally launched on the Internet – according to Gins, the optimum venue in which to show and tell her product



Cathy Gins

story, plans for distribution now include ‘brick and mortar’ spas and perfumeries where trained associates can demonstrate and sell knowledgeably to consumers. Aromawear customers range in age from 25 to 85 and are jewelry collectors who love the added dimension of fragrance; users of fragrance and essential oils who prefer alternatives to on-skin application and consumers who wear their signature perfume on skin while they enjoy the therapeutic benefits of the essential oils tucked away in a locket or accessory. Attractive to her customer, she said, are the benefits: scents can be changed by simply switching wicks; fragrance intensity and exposure can be controlled by the amount of fragrance applied to the wick and, with the wick removed... voila... a contemporary yet classic ‘statement’ piece that's fragrance-free!

The collection – mainly precious-metal lockets in various sizes and shapes, as well as card cases and key holders, will be expanded early next year to include new bracelets, pins, necklaces, pendants and more accessories, all of which can be custom engraved.

And, in looking at the pieces, you see, immediately, the connection to the vinaigrettes that inspired them. Popular in the 1800s with both men and women were tiny, portable scent containers, often with elaborate grille work, that held tiny sponges infused with scented vinegars; aromas that calmed nerves or masked unpleasant odors; a concept re-invented, with modern grace and style, for the 21st century.

*For further information or to order (the company is equipped to handle large orders for special events or promotions) call 212-243-3223 or visit [aromawear.com](http://aromawear.com)*

# THE ESSENCE OF PERFUME

By Roja Dove

271 pp Black Dog Publishing, London, UK

Reviewed by Wendy D'Amico,  
Contributing Editor to the Fragrance Forum

This first book by Roja Dove, a leading perfume authority and the world's only Professeur de Parfums, *The Essence of Perfume* is a dazzling journey for the senses.

Early chapters – “The Sense of Smell” and “The Birth of Modern Perfumery” – while comprehensive - do travel along oft-journeyed roads. At the same time, however, there is much to learn here; historical data that will be familiar to those well versed in the subject may be new and fascinating to the casual reader. In “Methods of Extraction”, for example, the author explains the highly technical processes in an easily-understood way that puts the information within easy grasp of even the greenest of novices, as do the chapters detailing raw materials and the rudiments of perfumery.

Particularly fascinating, in the current moment of “flankers” and “celebrity” perfumes are the pages devoted to the fragrances categorized by Dove as “The Great Classics”; fragrances which, in his view, “have forged the path of creativity... and can claim to have shaped the face of perfumery.” Further, he writes, that “such compositions reflect their epoch perfectly.” Starting with the dawn of the 20th century, the author summarizes the cultural and moral climate of each decade and unstoppers the character and composition – the very essence - of the fragrances that captured the “zeitgeist” of their eras.

In his chapter, “The Houses That Created The Classics”, Dove profiles the perfumers, dating as far back as 1547 (when René Florentin accompanied Catherine de Medici to France on the occasion of her wedding to Henri II), the couturiers, the jewelers, the bottle makers and the marketers whose passion was realized in some of the most iconic scents of all time, and whose artistry, devotion and fire ignited and fueled the industry that is perfume. From Poiret, the first “dressmaker” to establish his own perfume company, to Balenciaga and Chanel, Van Cleef and Cartier, Coty and Guerlain, Lalique and Baccarat, Charles Revson and Estée Lauder, Dove tells their fascinating stories in a way that resonates on the ear, as if the words were spoken rather than written.

Dove writes that he has “tried to create a book that covers every aspect of perfumery in some detail, to put context and perspective in what is one of the most subjective of all forms.” In that he has succeeded. His fascination with and hopes for the industry shine through. The prose is steeped in knowledge and experience; the book a feast for the eye. Opulent in size and design, the pages are extravagant with hundreds of photographs, many of rare and priceless fragrances and advertisements in Dove's extensive private collection. *The Essence of Perfume* would make a treasured addition to the library of the fragrance aficionado, a collector of bottles and, with its beautiful color plates of flowers, fruits, spices and herbs – a compendium of the perfumer's arsenal – the gardener.

That said, reader beware. The type is very, very tiny, and the liberal sprinkling of errors in grammar and punctuation throughout, require the reader to go back and re-read passages in order to determine the author's meaning.

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*Black Dog Publishing is offering all members of The Fragrance Foundation a 40% discount for orders of The Essence of Perfume. The RRP is \$70.00, bringing the cost down to \$42.00. Orders can be directed to Jessica Atkins at [jess@blackdogonline.com](mailto:jess@blackdogonline.com) for fulfillment. 🐕*



## WHIFF! THE REVOLUTION OF SCENT COMMUNICATION IN THE INFORMATION AGE

By C. Russell Brumfield with James Goldney and Stephanie Gunning  
304 pp. Quimby Press, 2008

Reviewed by Wendy D'Amico, Contributing  
Editor to the Fragrance Forum

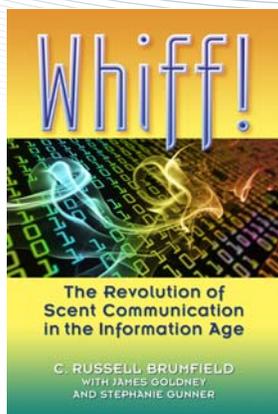
An entrepreneur who has built several multi-million dollar companies, C. Russell Brumfield is the founder, with partner and co-author, James Goldney, of Whiff Solutions. Among the world's leading scent marketing and branding companies, Whiff Solutions provides clients with expertise and guidance in the science, technology and application of scent marketing.

While much of the material - exploration of that intricate engine that is the limbic system, and discussion of the power of scent to evoke memory, alter mood, stoke desire, even trigger the urge to flee – takes the reader into familiar territory, the book presents research and true-to-life stories of how aroma can impact the growth and success of any industry that comes to mind.

Professionals in the food, beverage and, most notably fragrance, industries have, of course, long relied upon scent as one of the most dynamic and persuasive among marketing tools, but here are examples of how scent delivery systems have been successfully implemented in ways that might surprise. The writers cite gasoline sellers who suffuse their stations with the aroma of freshly-brewed coffee. The tantalizing aroma entices customers to come in for a cup while they fill up their tanks, turning the sometime customer into a regular. And then there are the casino owners who permeate the environment with aromas that keep players working the slots in a haze of pleasantly scented air.

Given the well-researched influence

*Continued on page 10*



of scent on mind, body and psyche, the authors suggest that marketers of lawnmowers (the scent of fresh-cut grass), washer-dryers (think clean, sun-dried laundry), and vacation destinations (is that the aroma of coconut oil wafting through the travel agency?) can boost sales significantly

by selecting or creating aromas designed to influence decision to purchase.

Scent solutions, currently in use, in the works, or yet to come, include individual scent as a means of identification, rather than thumb prints and iris scans; and aromas developed specifically to calm groups in public spaces, in educational institutions to enhance learning and as recognizable signals related to various crisis situations.

Brumfield and Goldney, along with co-author, Stephanie Gunning, have produced a book that, while somewhat self-serving, is engaging, informative and easily-understood for professionals and laymen alike, and encourages readers to think about scent in new ways and to use scent, in all its many forms and applications, to enhance both their personal and business lives. 🌿

**forum**  
fragrance

Editor **Theresa Molnar**  
Contributing Editor **Wendy D'Amico**  
Design **Darryl Brasseale, artmode**

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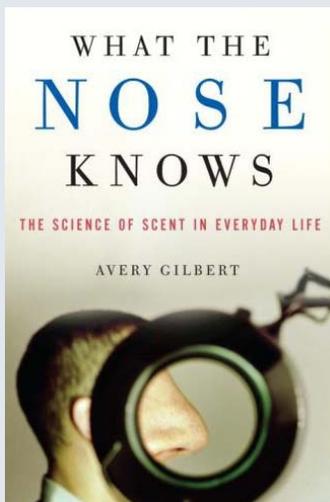
## WHAT THE NOSE KNOWS: THE SCIENCE OF SCENT IN EVERYDAY LIFE

By Avery Gilbert  
290 pp. Crown Publishers

Reviewed by Craig Warren, Ph.D. Scientific  
Affairs Director for the Sense of Smell Institute

The other day I received an e-mail from Avery Gilbert thanking me and everybody else who had bought his book. The e-mail mentioned that reviewers have described it as an entertaining, enlightening and humorous take on the sense of smell and popular culture. The book is indeed entertaining, enlightening and humorous. Virtually every paragraph is laced with Avery's playful humor. This book has also been so thoroughly reviewed that I wondered what I could say that wasn't a repeat. A Google search reveals no fewer than 8420 hits with reviews appearing in media ranging from *The New York Times* to *Perfume Shrine*. At the risk of being repetitive here is my take on the book from the viewpoint of someone who has been in the flavor and fragrance industry for 33 years.

I have known Avery for around 30 years and have watched his career go from academia (Monell Chemical Senses Center), to industry (Givaudan-Roure) to freelancing, (Synesthetics). This has given him a perspective on the sense of smell, the perfume industry, fragrance product development, and fragrance marketing that few people have. *What the Nose Knows* shows this and this is what differentiates it from other books on fragrance and smell. It is the work of an insider and it was more than three years in the making. You can pick up the book and read the 12 chapters in any order you wish. The book struck me as 12 essays on all aspects of smell ranging from molecules to memory and perfumers to neurophysiologists. The notes section of the book is its hidden bonus. It is this section that, in my opinion, turns the book from a series of entertaining essays into a serious piece of work. This section contains references and notes that can guide the reader to the massive literature that underlies each of the chapters.



So what chapter should you read first? It all depends. If you are interested in the effect of odor on memory, mood and emotion, go to Chapter 10. Dr. Gilbert has some strong views on this topic that I am sure will generate further discussion. If you're curious about your own olfactory abilities and the various factors that can influence it, Chapter 3 will answer your questions. Want to learn more about those claims you've read about people who have an aversion to fragrance, then get the full explanation of MCS (Multiple Chemical Sensitivity) or as it is now called Idiopathic Environmental Intolerance (IEI) in Chapter 6, "The Malevolence of Malodor." With chapters on perfume ingredients, how dogs and people sniff odors, where the research on smell and genetics is headed and more, this book addresses just about anything the average person would ever want to know about the sense of smell.

The smell world is a loosely connected confederation of chemists, perfumers, product developers, marketers, psychologists, biologists, and beauty editors with little intermingling between industry and the academia. Each group attends their particular set of technical meetings and has little more than a passing interest in what the other side is doing. I feel that Dr. Gilbert's book can serve as the bridge between these two groups, or in the very least, acquaint one side with what the other side is doing or not doing. 🌿