



OLFACTIVE • STUDIO
Parfums inspirés

Your hand seizes the object, your arm swivels in choreographed precision, it is now before you, and you tap to hear a slight click, telling you the operation was successful. Then the revelation occurs: there you are. Two of today's rituals coming together: the perfume ritual and the Selfie gesture. A fragrance bottle or a smartphone, turned toward you, in the same way: a form of guided celebration.

By dedicating a fragrance to this photographic vertigo, Olfactive Studio has effectively played the self-portrait card, version 2.0, taking ownership of today's egotistical desire to leave one's trace, be it olfactory or visual. The mirror on the bottle reflects but one image: yours, in exactly the portrait you decide it should reflect. An image that looks like you, only, it aims to surprise.

There is a common vibe here, a kind of kinship in these two actions. Perfuming oneself and engaging in auto-photography share a common motivation: to render more 'real', more in-the-flesh, one's presence in the world...and to make it known. The social media via which your image circulates serves simply as an extension of what your perfume, your scent, establishes. The accords and notes of a composition are perhaps the viral form, the wandering molecules of your aura.

If a perfume calls itself Selfie, clearly it aspires to exist within a community, even an imaginary group, so as to not be forgotten. It attracts attention, without a doubt. Is it a narcissistic, self-centered mirage? More likely a social statement. A point of departure for an interpersonal game. Your scent is often the first thing that distinguishes you and announces your presence. It reveals your personality. All alone in the world, would you choose the same fragrance? Through your fragrance, you present and represent yourself; you showcase your mood and communicate precious information about your true, inner self. You orchestrate your visibility on the spot: a spritz here, a click there...

This is a full-bodied fragrance with original head notes. It captures the moment and sanctifies the instant. It is a playful perfume that can blow you away and that cultivates a bit of mystery. It can flaunt its many facets, assured of its appeal. It carries with it a certain sense of addiction and compulsion, regenerating itself while nurturing its obsession. It seeks not perfection, adopting rather a confident, opportunistic, crafty and affable identity. Smile! You're perfumed!



SELFIE: EXTREME PERSONALIZATION!

Olfactive Studio has opted not to feature an inspirational picture on the packaging since the inspiration for Selfie is you!

A mirror on the packaging immediately reflects your image... Mirror, mirror, on the wall, am I the fairest of them all?

You can personalize your Selfie fragrance even further: choose one of your selfies, drop it into the fragrance label and print it off on our website at www.olfactivestudio.com/selfie You can then treat yourself or others to a Selfie fragrance featuring your very own picture!



Bewitching and addictive, Selfie is the fragrance of a comforting staging of self; the spectacle of a constantly renewed surprise.

Its character comes from the striking animal accord evoking suede (styrax) as well as its chypre notes.

Cozy notes of maple syrup with sparkles of spices, resin, sandalwood and tonka bean, put Selfie in a class of its own.

Perfumer: Thomas Fontaine @Pallida



THOMAS FONTAINE

An independent perfumer, Thomas is a graduate of the prestigious International Perfume Institute (ISIPCA) of the Ecole de Versailles.

An avid classical music lover and a baritone singer in his spare time, this fragrance archeologist, who loves tweaking old formulas as much creating contemporary and original accords, finds inspiration in culinary delights and history alike.

He has worked for producers of fragrance raw materials such as Mane, Charabot, Technico Flor in France, Germany, and the United States.

He creates fragrances for several exclusive brands such as Lubin and Grès. He is also the nose for perfume houses Jean Patou, Worth, Jean-Louis Scherrer, and Agent Provocateur.

Selfie

TOP NOTES:

Elemi, Ginger, Star anise,
Incense, Angelica

MIDDLE NOTES:

Accord of Maple syrup,
Cinnamon, Lily, Cabreuva

BASE NOTES:

Accord of Suede, Styrax,
Labdanum, Oakmoss,
Patchouli, Tonka bean,
Sandalwood

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