



CLOSE UP / SUREN MANVELYAN

OLFACTIVE • STUDIO
Parfums inspirés

CLOSE UP

ZOOM IN AND REVEL IN THE OLFACTIVE INTENSITY
OF CLOSE UP

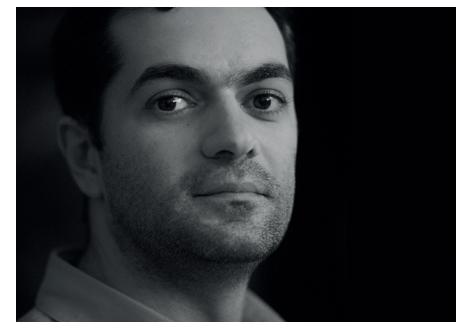
A close up on Olfactive Studio's new fragrance. The signature flacon is the first thing that meets the eye in the brand's tenth fragrance. The change is subtle yet bold. The overall shape is rounder, with black metal shoulders inspired by the camera while a circular wave is sculpted behind the glass and appears on the name of the fragrance, which is screen printed in handwritten letters on the front of the bottle.

Like an echo, another concentric form spreads out on the box of Close Up: an iris. The hypnotic image is by Armenian photographer Suren Manvelyan, who undertook a project devoted exclusively to taking close up shots of this mysterious sphere in all its incredible variations.

Let's take a closer look at this blue and brown iris with surprising pigmentation and speckled and shadowy color tones. The eye of a thousand powers... a symbol of knowledge and a source of light, wisdom, or even fecundity. Since the beginning of time it has captivated those who have looked at it.

But is it an eye wide open or a miniature world replete with its lands and oceans? The iris world map oscillates between the globe of an eye and a planetary globe. The heart speeds up as a result of the "Close Up effect." The image is so zoomed in that we could almost touch it, smell it even. Close Up makes this wish come true. An entire universe unfurls itself in a lavish array of olfactory details. One note evokes confidence. A descent into the intimate ensues.

The magic of the formulation. Like seeing something close up, that masterful magical act that plays out right before the spectator, the fragrance mingles with the skin, cultivating the art of illusion. A secret alchemy is at work, as inexplicable as it is real, as secret as it is deliberate.



SUREN MANVELYAN

Born in 1976, Suren started taking photographs when he was sixteen and became a professional photographer in 2006. His photographic interests span Macro photography to Portraits, Creative photo projects to Landscapes, and much more. Suren's photos have been published in numerous magazines and newspapers in Armenia and worldwide.

His latest popular series of close ups of a human eye - entitled «Your beautiful eyes,» together with a similar series on «Animal eyes,» have had millions of views on the Web. They have been published by National Geographic, Die Zeit, La Repubblica, The Guardian and many others.

In parallel to photography, Suren served as a scientific researcher at the Institute for Physical Research of National Academy of Sciences. He received his PhD in Theoretical Physics from the Yerevan State University in 2001 where his research focused on Quantum chaos and technologies.



From the inner self to the outside world, from the smallest to the largest, the composition of Close Up revels in contrast and the oscillation between opposites.

Intense and contrasting, the amber tones combine with a freshness. It has a full bodied character that blends seamlessly with anise and green coffee. Zooming in even closer, each ingredient gains in intensity and distinctness.

Perfumer: Annick Menardo @ Firmenich



ANNICK MENARDO

Annick Menardo was born in Cannes.

She inherited a green thumb and an innate attraction to scents. Annick views creation as a solitary pursuit. Her pleasure emerges and broadens as the perfume takes shape. Balancing each detail, pursuing excellence, pushing ideas to their farthest reaches, and hitting just the right target... Cultivated and instinctive, the artistic aspect of the field is what appealed to her. As precise as she is creative, what matters to her is the perfume's identity, that added element of soul that makes it truly unique.

Annick is a traveler. She crosses geographical boundaries as easily as musical ones. She goes from the Caribbean to Eastern Europe, from classical music to Gainsbourg, and is a self-styled «modern style Amazon.»

She admires unique and strong women such as Elizabeth Badinter, Martha Argerich or Niki de Saint Phalle. This art of contrasts is the defining aspect of her vision of the world. This complete woman reveals herself in by degrees, suddenly and without restraint, and always charming.

Close up

TOP NOTES:

Santos Green Coffee,
Fresh spices,
Griotte Cherry

MIDDLE NOTES:

White Tobacco,
Patchouli,
Atlas Cedar,
Centifolia Rose

BASE NOTES:

Amber,
Musk,
Tonka Bean

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