



CLOSE UP / ROBERTO GRECO

OLFACTIVE • STUDIO
Parfums inspirés



Céline Verleure

ART DIRECTOR OLFACTIVE STUDIO

Céline Verleure is a passionate French perfume creator. She grew up close to nature. Dreaming of becoming an architect, she drew and invented her world. Having taken up studies in marketing, she gave up on building houses, but it allowed her access to the House of Kenzo.

Pierre Broc, the creator of Kenzo fragrances, taught her the profession of perfume creation: he became her mentor. At 28, she created Kenzo Jungle with perfumers Dominique Ropion and Jean-Louis Sieuzac and then l'Eau par Kenzo with Olivier Cresp. She then launched Osmoz.com for perfume enthusiasts, based on an original idea by Firmenich.

Céline's passion is fueled by her travels: she took up Japanese calligraphy in Tokyo and spent months at a time in India – she loved Pondicherry and the intensity of the subcontinent. Departing from Cape Verde, she sailed across the Atlantic, traveled around South America, and fell in love with Rio de Janeiro where she lived for 2 years, importing French wines to the delight of the Cariocas.

But she missed creating perfumes so she decided to launch the «the blog of the fragrance that doesn't exist (yet)!» to tempt fate and to give birth to a new brand, thanks to the collective intuitions of an online community (over 5,600 fans participated in the creation of Olfactive Studio).

«Make your life a dream, and your dream a reality»
– Antoine de Saint-Exupéry

OLFACTIVE STUDIO

A BRAND BORN IN THE 21ST CENTURY

Olfactive Studio is an encounter between contemporary artistic photography and perfumery; between the eye and the nose. This is the first time ever that perfumers have teamed up with photographers to draw inspiration from their oeuvres. They sense the images to capture their essence.

Photography and perfume capture the moment and rekindle the memory of past experiences. Imagining a sensorial, intimate, and poetic relationship between images and scents is to reconcile temporal spaces.

«Perfumer's proofs», born out of the spontaneous and free emotions of perfume creators who have carte blanche when it comes to photography, prove to be genuine olfactory concepts. These original, never-smelled-before olfactory creations with strong personalities are made with very beautiful raw materials and come in Eau de parfum versions (15 to 18%) without price constraints. Elegant and unconventional modernity emanates from this wonderful alchemy.

Olfactive Studio has designed an exceptional olfactory world with a powerful and distinctive personality; a world of intuitions and emotions; a world designed for women, men, and all others. Perfumes are angels; they have no gender, but they have a soul.

Together, talented perfumers and photographers have created Autoportrait, Chambre Noire, Still Life (2011), Lumière Blanche (2012), Flashback (2013), Ombre Indigo (2014), Panorama (2015), Selfie (2015) and for 2016 : Still Life in Rio.

Olfactive Studio was launched in Paris in September 2011 and is now enjoying great success in over 30 countries on all continents.

HOORAY FOR ARTISTIC INTUITION, PLEASURE, AND THE DESIRE TO CREATE. HOORAY FOR QUALITY AND GENEROSITY.

Parfums inspirés



FIFI AWARDS
2013
THE FRAGRANCE
FOUNDATION

Best niche
Brand Concept

Prix des experts

FLASH BACK

THE PAST MAKES A SUDDEN APPEARANCE ONTO
THE STAGE OF THE PRESENT.



LAURENT SEGRETIER

Laurent Segretier is a young, French new media artist who commutes between Hong Kong and Paris for his work and who has been exhibiting in Asia for a few years now (Beijing, Shanghai, Hong Kong, Djakarta). His photo and video creations are marked by an ambivalent use of digital tools. On one hand, he meticulously controls the parameters to create images and generate the colors ; on the other hand, Laurent Segretier lets chance have its way to trigger random distortions. These images appear to be distorted and violently pixelated, creating material from this digital matter.

www.segretier.com



FLASH BACK / LAURENT SEGRETIER

The past gives the present density and sharpness, which it may not have had if the past hadn't come. A character in a novel or a hero in a film, a flash back has a tenacious and narrative charm, at once retrospective and introspective.

It could almost be blinding from being a catalyst for sensations, and in that sense, it is like a flash, that powerful light source so precious in photography. However, the idea is not to move out of the dark, but rather to highlight the memory set in the center of the device, in the beam of the pursuit.

A flash back is a highly expressive and desirable material. We would like that face unaltered by digital smoothing to be ours; that face inhabited by serene thoughts, free of the stigma of digital cosmetics, enlivened by the joy of the pixels chosen by the artist. It freezes a suspended moment, a memory zone that profoundly imprints itself on the retina and brings back a distant memory, perhaps a déjà vu of a face, a body, or a feeling that becomes a presence; perhaps a temporary absence before the return to the future.



A memory in motion and in action: that is also the magic and the raison d'être of Flash Back.

A tangy and vibrant fragrance, Flash Back is an olfactory reminiscence: tangy and slightly green rhubarb mixed with hesperides revives an enveloping childhood smell: that of rhubarb tart. A base note of vetiver and cedar give it woody sensuality.

Perfumer : Olivier Cresp @ Firmenich

NOTES DE TÊTE :

Rhubarb
Grapefruit
Orange

NOTES DE CŒUR :

Pink pepper
Granny Smith Apple

NOTES DE FOND :

Vetiver
Cedar
Amber
Musks



OLIVIER CRESP

Olivier Cresp was literally born into perfume. His family, whose origin traces back to the 12th century, hails from Grass. Both his father and grandfather worked all their lives in the raw materials trade. Olivier was therefore bathed in «pure colors» from his early childhood: jasmine, rose, violet, as well as essences of lemon, mandarin, orange, and bergamot, samples of which his father used to bring home. The idea is what counts above all. It can spring from a childhood memory, a feeling, a conversation, or a stroll in nature.

STILL LIFE

A BREEZE COULD THROW THEM OFF COURSE YET THESE FACETED SPHERES CONTINUE SPINNING LIKE LYRICAL AND LIVING SCULPTURES.



STILL LIFE / FRÉDÉRIC LEBAIN



FRÉDÉRIC LEBAIN

Frédéric Lebain graduated valedictorian from the Ferrandi Ecole Supérieure de Cuisine Française and made his first impressions in culinary styling before turning to photography. A consummate artist of détournement, he comes up with elegant, daring, and playful compositions for fine magazines and leading luxury houses. Frédéric Lebain makes us dream. We forget technique, keeping only the instant of magic. He exhibits frequently in Paris and has published several photography books that show us places and wonderful events with the mischievousness of the eternal adolescent.

www.fredlebain.com

The paper they are made of is as crisp as the cocktails enjoyed around it. They dream of busting moves on the dance floor like teen girls indulging in the excitement of their first summer night parties.

These images froze life to better prolong it. To immortalize nature is quite different from what the French call without any apparent reason nature morte, or literally «dead nature.»

Perpetuated by the game of images of images, the balls reflect their joie de vivre as if every facet were carrying out its own photosynthesis. They breathe through every pore of pages transformed into paper balls and confetti and celebrate the coming of a Dionysian world of dance and delight.

Here, they appear in time suspended, a moment frozen for all eternity. More appropriate than the French, the English still life does more justice than the French word to the life still resonating within. Cocktail attire optional.



A sparkling and festive perfume, Still Life is a celebration of life! A surprising and luminous perfume that invites you to celebrate in style with a whirlwind of exotic cocktails.

The brilliance of Japanese Yuzu, accompanied by a cocktail infusion of rare peppers, rum and warm woods. A stark contrast between ever present freshness and comforting, warm notes. A woody citrus fragrance of contrasts, energetic and alive!

Perfumer: Dora Baghriche @ Firmenich

TOP NOTES:

Yuzu , Elemi
Peppers:
pink pepper,
black pepper,
Sichuan pepper

HEART NOTES:

Star Anise
Galbanum

BASE NOTES:

Dark Rum
Cedarwood
Ambrox



DORA BAGHRICHE

Dora spent her childhood between two cities and two cultures: Alger and Paris. With both her grandmothers being pastry chefs, she developed a passion for indulgence. She inherited an olfactory memory of pine nut crème, cinnamon treats, and a waft of almonds.

Dora's curiosity and fanciful mind have led her to meet many aspiring artists whose eclecticism she admires. Her own geographic itinerary is varied and expansive: from the Mediterranean scrublands to the landscapes of Asia, with a stop-off in New York where she once lived and learned much.

STILL LIFE IN RIO

«STILL LIFE» IN RIO OR THE PEACEFUL LIFE



STILL LIFE IN RIO / FLÁVIO VELOSO



FLÁVIO VELOSO

Flávio Veloso is a young Brazilian photographer who specialized in nature shots during his numerous trips in Brazil. Passionate about walking through the parks of Rio de Janeiro, he knew from an early age that photography would hold an important place in his life. He earned a degree in biology, another vantage point for viewing nature.

Now a professional photographer, he lives in Florianópolis and does photo-reportage in lush Brazilian forests while also expanding his collection of artistic photographs, which he regularly exhibits in galleries.

Olfactive Studio presents Still Life in Rio. New setting, new objective, and new sensation for a fragrance that doesn't live in the shadow of Still Life, but shines on its own.

«Still life» refers to a popular photography technique where light reigns supreme and whose intensity adorns the festive and bubbly fragrance that bears its name. On the other hand, it means «peaceful life.»

Rio de Janeiro: the city of wonder, enveloping and magical. The Rio seen here sits beneath a dawn sky inciting contemplative serenity.

This is the brand's first experience of picking a destination, yet the approach remains staunchly photographic. The eyes are treated to a unique view of the bay. Taken by Brazilian photographer Flavio Veloso, the picture captures Rio's beauty at that special moment when the sky ignites and spreads its golden shroud. At dawn, he ventured to the emblematic Corcovado where the majestic statue of Christ stands. The picture was snapped from the viewing platform at the peak.



While the art of light shines through this new creation, this sunny perfume is best described in terms of starlight, the primeval flicker.

Exotic and luminous, Still Life in Rio is a new and unique scent that opens with yuzu, ginger, mint and lemon essence. It blossoms and heats up with a blend of peppers, Jamaican hot peppers and coconut water, finishing with rum and Brazilian Copaiba essences.

Perfumer: Dora Baghriche @ Firmenich

TOP NOTES:

Yuzu
Ginger
Mint
Lemon
Mandarin

HEART NOTES:

Jamaican hot Peppers
Pink Pepper
Black Pepper
Coconut Water

BASE NOTES:

Rum
Brazilian Copaiba
Accord of White
Leather



DORA BAGHRICHE

Dora spent her childhood between two cities and two cultures: Alger and Paris. With both her grandmothers being pastry chefs, she developed a passion for indulgence. She inherited an olfactory memory of pine nut crème, cinnamon treats, and a waft of almonds.

Dora's curiosity and fanciful mind have led her to meet many aspiring artists whose eclecticism she admires. Her own geographic itinerary is varied and expansive: from the Mediterranean scrublands to the landscapes of Asia, with a stop-off in New York where she once lived and learned much.

PANORAMA

EMBRACING THE VIEW AND BEING EMBRACED IN RETURN.



PANORAMA / MIGUEL SANDINHA



MIGUEL SANDINHA

Miguel Sandinha started his career in Paris as an assistant photographer. His mentor was Jerry Purcer-Sarna, an artist, a painter, photographer and former Art Director of Harper's Bazaar. Under the mentorship of Jerry Purcer-Sarna, he learned the art of working with light and directing models who were sometimes shot with an 8x10 view camera. He also learned the importance of meticulous preparation.

More interested in moving around and travelling than doing studio work, he went into fashion as a freelance photographer where he quickly made a name for himself.

www.miguelsandinha.com

A majestic panorama instantly elicits shock and amazement, once the exact point is found: the point where the landscape unfolds in a setting worthy of it.

It is best enjoyed from a high altitude: The Sheats House – a glass and concrete house in West Hollywood overlooking the City of Angels – is where Olfactive Studio rises and presents its Panorama, a new olfactory opus, a hymn to 360° beauty.

This airship seems to be resting on a lively and welcoming bed of greenery. A luxurious jungle suspended in the Californian sky, taking the pulse of the urban vibrations in the distance. This is the place where the megalopolis, the horizon, and the exuberant fauna interact and merge. Devouring and consenting to being conquered by one another, longing to coexist, man and nature come together, and the effect is as striking as it is perfectly controlled. Magic happens when the various dimensions strike a perfect balance in the interplay between materials and colors.



Green and wild, Panorama is the perfume of an urban jungle, an interplay of original combinations, like this surprising accord of hot and spicy wasabi.

When notes of myrrh spring up among other warm and bewitching resin-based notes, an incredible contrast emerges with elegance. A full-bodied, generous, and unexpected composition, Panorama opens up the olfactory imagination.

Perfumer: Clément Gavarry @ IFF

TOP NOTES:

Wasabi Accord
Fig Leaf
Bamboo Leaf
Bergamot
Lemon

HEART NOTES:

Galbanum
Cardamom
Violet Leaf
Fresh cut Grass

BASE NOTES:

Myrrh Absolute
Fir Balsam
Patchouli
Tonka Bean
Vanilla, Musks
Labdanum



CLEMENT GAVARRY

With a great-grandfather who was a lavender producer and an expert distiller, a gardener grandfather who specialized in raw materials in Grasse, and a perfumer father, Clément Gavarry possesses an incredibly rich olfactory heritage. The son of famous perfumer Max Gavarry, Clément was introduced to the art of essential oils at a very early age.

A graduate of the ISIPCA, he was first involved in chromatography and analysis of raw materials before the idea of becoming a perfumer suddenly materialized when he was on a business trip in 1998 in New York, where he still works these days.

LUMIÈRE BLANCHE

UNDER THE SUN... PRECISELY, WHITE LIGHT EVOKES
BEDAZZLEMENT AND SATURATION.



LUMIÈRE BLANCHE / MASSIMO VITALI



MASSIMO VITALI

Massimo Vitali was born in Como, Italy, in 1944. He moved to London after high school, where he studied Photography at the London College of Printing. In the early 60s, he started working as a photojournalist, collaborating with several magazines and agencies in Italy and Europe.

In 1995 he commenced the Beach Series. He depicted a "sanitized, complacent view of Italian normalities", while at the same time revealing "the inner conditions and disturbances of normality. His oeuvres are part of the permanent collection of the New York Guggenheim Museum, the Fondation Cartier in Paris.

www.massimovitali.com

When at the zenith and at its strongest, it gives the world a surreal brightness, a milky aura, and, on its outer edges, the lure of a mirage. It comes in the middle of summer, along an Italian coast. It surprises the bodies, frozen on this milky iceberg, with its dense foam and shrouding immateriality.

The sea cannot be dissociated from the evocative power of white light. A blotting surface, it absorbs its ardor, its heat. The retina, bathed in photons brings everything into focus in a unique way. It sharpens the eye for more clarity and lets itself be deceived by a blindingly white veil. Everything that it touches seems exacerbated, infused with rare intensity.

A light that sets the stage. With it, reality is overexposed, imbued with picture perfect beauty: its radiance increases, as though, in broad daylight, the flashes of a photocall session were crackling incessantly.

It is noon and you are in the spotlight. A willing captive of Massimo Vitali's snapshots, which have been trying to unlock the mystery of these fascinating waves forever and a day, one beach at a time.



A mild and enveloping perfume, Lumière Blanche is a comforting cocoon, between milky mildness and cold spices. It evokes the sweltering heat from the sun at the zenith, which erases colors, leaving only a blinding white hue; it surprises with its spicy freshness.

For its creator, "Lumière Blanche is a fragrance with beautifully contrasting hot and cold notes"; a whirlwind of light and freshness followed by milky mildness and a distinct, warm, and sensual end note.

Perfumer: Sidonie Lancesseur @ Robertet

TOP NOTES :

Cardamom
Star Anise
Cinnamom

HEART NOTES :

Iris
Almond Milk
Cashmere Wood

BASE NOTES :

Cedarwood
Sandalwood
Tonka Bean
White Musks



SIDONIE LANCESSEUR

Sidonie is Parisian but her calling came during a summer internship with Robertet in Grasse. She became a perfumer in 2006 with Michel Almairac as her mentor. He instilled in her his knowledge and a taste for short and modern formulas in which each raw material has a purpose.

She likes unrefined materials and sometimes dark ones like patchouli or papyrus, as well as animal notes with stronger amber tones like labdanum. As a perfumer, she finds inspiration in everything around her: a glass of wine, the smell of cigar, or even, the atmosphere of a book...

AUTO PORTRAIT

A SELF-PORTRAIT MAY BE THE ANSWER TO THIS EQUATION
IN ONE UNKNOWN: THE SELF.



AUTO PORTRAIT / LUC LAPÔTRE



LUC LAPÔTRE

Luc finds amusement in pretty much everything and develops his own sensitivity to a dream-like and out-of-the box world, very much influenced by his attraction for the other side of the looking glass. He first applied this talent in his career as a studio hair stylist, working with the greatest names in fashion photography, and traveling around the world. These encounters quickly gave him the desire to create his own images so he took up photography to explore and present his own vision of the world.

www.luclapotre-photographe.com

Eternally superficial, beauty gives us access to the profound, hidden meaning of nature. Seeing one's reflection is to experience inner harmony; one that ignites an aesthetic emotion that, through the gaze, is able to dissolve all inner conflicts.

It is not forbidden to be fascinated, swept away, spellbound by one's own image. Aesthetic judgment is reflective judgment.

What fascinates us really? Beauty itself or that which it conceals? There is nothing here to hide for this is all about the self. I confide without holding back. There lies a promise of shared happiness.

I look at myself and in that self perceive the beauty of the world. I embrace the gentle violence of meaning, one that enters me through the doors of sensitivity.

Delve into the depths of the self by perusing the surface. Welcome the fluid metaphor for it fits into the frame. The first faithful surface, well before the mirror, it is like the ancestor of the technique of fixing one's own reflection. The beautiful Narcissus is the eternal witness.



An intimate and deep perfume, Autoportrait is a fragrance you wear for yourself, resonating with your own personal harmony. A companion, a reflection of yourself, familiar and warm, in which you rediscover your own spirit and inner serenity.

The soul of woody notes laid bare. A soothing dose of nature and enveloping resin. Breathtaking in the deliberate unveiling of its many facets, the essence of Autoportrait is truly revealed in its sillage... absolutely addictive!

Perfumer: Nathalie Lorson @ Firmenich

TOP NOTES :

Bergamot
Elemi

HEART NOTES :

Benzoin Siam
Incense
Musks

BASE NOTES :

Oakmoss
Cedarwood
Vetiver



NATHALIE LORSON

The love story between Nathalie Lorson and fragrances dates back to her early childhood when her father, then a chemist at Laboratoires Roure, would bring home perfume essences. She enrolled at the Roure School of perfumery where she composed her first notes, and later, created her first success perfumes, namely Bvlgari Femme. In 2000, she joined the Firmenich fragrance design center and created numerous and varied fragrances such as Encre Noire by Lalique, and Another 13 du Labo. «I love working with rose, musky notes, and vetiver...» For this exceptional perfumer, fragrance emanates from a gentle and round composition.

SELFIE

ME, MY SELFIE AND I!



SELFIE / OLFACTIVE STUDIO

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 by clicking at www.olfactivestudio.com/selfie. You can then treat yourself or others to a Selfie fragrance featuring your very own picture!



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.

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.

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.

This is a full-bodied fragrance with original head notes. It captures the moment and sanctifies the instant. It seeks not perfection, adopting rather a confident, opportunistic, crafty and affable identity. Smile! You're perfumed!



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

TOP NOTES:

Elemi
Ginger
Star Anise
Incense
Angelica

HEART NOTES:

Accord of Maple
Syrup
Cinnamon
Lily
Cabreuva

BASE NOTES:

Accord of Suede
Styrax, Labdanum
Oakmoss
Patchouli
Tonka Bean
Sandalwood



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 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.

CHAMBRE NOIRE

WHAT HAPPENS IN THE DARKROOM? MYSTERY.



CHAMBRE NOIRE / CLÉMENCE RENÉ-BAZIN



CLÉMENCE RENÉ-BAZIN

Clémence René-Bazin doesn't «take» pictures. Instead she forges ties with people. She spent seven years at Magnum and the same number of years as assistant to Mr. Depardon but she is no photojournalist. She doesn't cover stories. She lives them.

She worked on space, presence, and absence over the course of fifteen years of regular trips to Burkina Faso. Here, space opens to time and being, creating little moments of grace that reveal the fragility and fleeting nature of life and which make a landscape, a moment in time, or an object in the light even more precious.

In the darkroom, light is queen and darkness the heir apparent. Light uses the closed space to cast shapes and contours. The darkroom is magical. Its optical formula transforms, with astounding precision, the real into its inverted and reverted image. It plays tricks on the eye and makes us see the world upside down. The eye becomes dizzy.

In the darkroom, shadows are promises. To satiate the obscure object of photographic desire, it is worth taking the time to do it in the dark. Isolated in this space, something from the realm of intimacy and secrecy occurs. A lover's ritual takes shape. Patience and attention are required for the enchantment to happen, for the dark to illuminate.

The darkroom re-wakens focus and contemplation and keeps speed and haste at bay. It is a temple for the eye to meditate; a temple, for it shelters as much as it reveals; captures as much as it delivers.



A sensual and mysterious fragrance, *Chambre Noire* reveals itself from the shadows using the spotlight of the vibrant top note.

A fragrance to be shared in the privacy of some far-off hotel room. It reveals its character gradually, exuding sensual notes of leather against a backdrop of warmth and opulence.

Perfumer: Dorothee Piot @ Robertet

TOP NOTES:

Schinus

HEART NOTES:

Jasmine
Papyrus
Violet
Incense
Prune

BASE NOTES:

Sandalwood
Patchouli
Musk
Vanilla
Leather



DOROTHÉE PIOT

Dorothee Piot has a confirmed taste for human rapport, exchange and sharing, ideas, flavors and scents, and loves the smell of patchouli and truffle! Today, Dorothee is drawing inspiration from the great chefs she mingles with right in their kitchens. In her view, they are the ones who really dare to create gently contrasting combinations.

«Natural» for her means being in close contact with materials and products, as well as nature. Her passion is to work these raw materials in order to sublimate them.

OMBRE INDIGO

A SHADOW IS A TRAIL WHEN YOU MOVE TOWARD LIGHT



OLFACTIVE STUDIO / GUSTAVO PELLIZZON



GUSTAVO PELLIZZON

Brazilian photographer Gustavo Pellizzon was born in São Paulo in 1981. After completing studies in communication and photography, he joined the regional newspaper "O Diário do Nordeste" then "O Globo", a national newspaper. He participated in photographic series for the UN, Le Monde, The Wall Street Journal, and the New York Magazine, among others. Gustavo currently lives in Rio de Janeiro and devotes his time to personal photography and video projects. The picture chosen for Ombre Indigo is part of the "Encanto" (Enchantment) series of pictures exhibited in Brazil and Europe.

www.gustavopellizzon.com

Shadows reveal. That secret and mysterious part we all carry within ourselves, that discreet side of our most intimate or most visible gestures is a concealed truth. Shadows and perfumes are our immaterial imprints.

Shadows are elusive yet completely familiar. They precede us, follow us, surround us and protect us by allowing us to be free to be. Shadows know all about our feelings and extend them. Without shadows, there cannot be light movements.

Olfactory shadow is a shining enigma. Its darkness is radiant and lively. It develops in contrasts. Its notes reinforce their cheerful and bold outlines and unite their strengths. Its sillage already possesses the strength of memory.

Brazilian photographer Gustavo Pellizon brings out the beauty of shadows; his image is a tribute to grace. This serene, relaxed man seems to have waltzed with the sun. He carried on his shoulders the firepower of stars and now surrenders to the indigo wave that brings the gentleness of sunset.



A voluptuous and smoky fragrance, Ombre Indigo is the scent of shadow.

Ombre Indigo is an enigmatic fragrance; its blend of woods and smoked resins reveals the radiant opulence of tuberose laced with saffron and melts into swirls of papyrus, incense and benzoin.

A bright, deep, beguiling and flamboyant sillage.

Perfumer: Mylène Alran @ Robertet

TOP NOTES:

Petit-grain Bigarade
Absolute tuberose
Saffron
Plum

HEART NOTES:

Vetiver Essence
Papyrus Essence
Leather
Incense

BASE NOTES:

Benzoin Resin
Amber
Musk



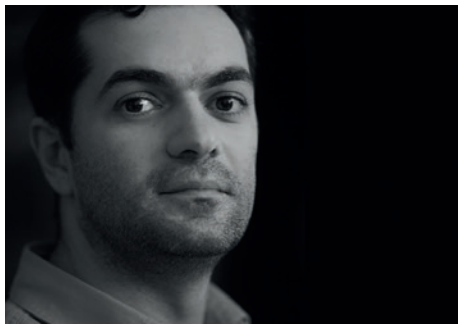
MYLÈNE ALRAN

Mylène Alran is a young perfumer from Albi, a town in southwest France. Mylène has always had a passion for nature and the scents surrounding her.

In 2010, she joined Robertet as a student perfumer under Jacques Flori. There, she quickly mastered all the formulation techniques. Thanks to her hard work and creativity, she quickly became a junior perfumer working under Michel Almairac. Together, they created Les Roses de Chloé, then, on her own, she created Azalée and Hommage à l'Homme Voyageur for Lalique.

CLOSE UP

ZOOM IN AND REVEL IN THE OLFACTIVE INTENSITY OF CLOSE UP



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" have had millions of views on the Web. They have been published by National Geographic, Die Zeit, La Repubblica, The Guardian and many others.



CLOSE UP / SUREN MANLEYVAN

A close up on Olfactive Studio's new fragrance.

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.



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

TOP NOTES:

Santos Green Coffee
Fresh Spices
Griotte Cherry

HEART NOTES:

White Tobacco
Patchouli
Atlas Cedar
Centifolia Rose

BASE NOTES:

Amber
Musk
Tonka Bean

CLOSE UP / ROBERTO GRECO



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.

OLFACTIVE STUDIO

EDITION 2016
ENGLISH

OLFACTIVE STUDIO PARFUMS
231, rue Saint Honoré
75001 Paris - France
contact@olfactivestudio.com

Points of sale at:
www.olfactivestudio.com/store-locator

High-resolution downloadable visuals at:
www.olfactivestudio.com/visuels

Press Relations USA:
Julie Leong
julie@kvdnyc.com

Press Relations UK:
Sharon Whiting
sharon.whiting@aspectsbeauty.net



CONTRIBUTORS

Web, pack, and graphic design:
Natacha Rousseau

Bottle and Packaging Design:
Camille Toupet

Development & Production:
Clotilde Maisonneuve / Madecos

Editor: Carine Soyer

Translators: Lu Jenks (EN)

Photo Credits: Suren Manvelyan