

COLLECTION SEPIA  
**OLFACTIVE**  
STUDIO

OLFACTIVE STUDIO IS AN ENCOUNTER BETWEEN 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 OEUUVRES. THEY SENSE THE IMAGES TO CAPTURE THEIR ESSENCE.

PHOTOGRAPHY AND PERFUME CAPTURE THE MOMENT AND REKINDLE THE MEMORY OF PAST EXPERIENCES.

OLFACTIVE STUDIO HAS DESIGNED AN EXCEPTIONAL OLFACTORY WORLD WITH A POWERFUL AND DISTINCTIVE PERSONALITY; A WORLD DESIGNED FOR WOMEN, MEN, AND ALL OTHERS. PERFUMES ARE ANGELS; THEY HAVE NO GENDER, BUT THEY HAVE A SOUL

## OLFACTIVE STUDIO, PERFUMES INSPIRED BY PHOTO EMOTIONS

### **SEPIA COLLECTION, HAUTE PARFUMERIE EXTRACTS**

SEPIA, Olfactive Studio's new collection is born: six Extrait de Parfums whose precious and sophisticated compositions highlight the aura of exceptional and highly concentrated raw materials (20%).

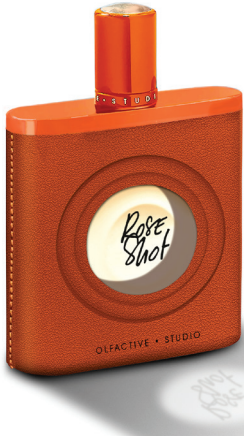
Each Extrait de Parfum in the Sepia collection preludes with a raw material or an accord. The first trio created by perfumer Bertrand Duchaufour and inspired by the Land Art landscapes by photographer Martin Hill showcases Vanilla, Leather and a Chypre accord with Vanilla Shot, Leather Shot and Chypre Shot.

The second trilogy is the masterpiece of perfumer Dominique Ropion. Inspired by three Roberto Greco photographs, this floral triptych brings together olfactory and visual universes and features Iris Shot, Violet Shot and Rose Shot. Photography and fragrance echo and enhance each other.

At first glance, the bottle is what sets this budding collection apart. While it still boasts the Studio's distinctive line and sculpted wave, it is wrapped in a leather sheath that dons a sienna earth color. The cap is in a copper-toned ochre color like the metal plate mounted below the neck.

The color scheme is reminiscent of the sepia tones from ancient photographs that we cherish like memories. The leather, a noble, soft and warm material, is the first hint as to the spirit of the composition: precious and elegant.

## THE NEW SEPIA TRILOGY: FROM ROOTS TO PETALS



The shot is at once sensory and photographic; a single powerful shot taken at the perfect moment.

These three Extrait de Parfum are designed like powerful and striking apparitions and the associated photographs help to extend this feel of gracefulness.

This second Sepia trilogy is dedicated to flower and is, in a way, a first for Olfactive Studio since up to this point, we had a strong preference for woody and spicy notes.

The trilogy is a revelation; an unprecedented event that deserves a celebration with a floral bouquet.

The rose, iris and violet notes showcased in each Extrait are classics in perfumery, and Dominique Ropion has succeeded in reinventing them and expressing the incredible richness of these classic ingredients.

He is the root of iris in Iris Shot when a violet «leaf» note casts its magic spell in Violet Shot. The petals of rose show off their bewitching ability in Rose Shot.

Olfactive Studio engaged this true lover and master of flowers to, once again, declare his love for them: a commitment that is like a renewed pledge of trust stemming from a collaboration with Céline Verleure 24 years ago on a Kenzo perfume. That bond has never withered and neither have Roberto Greco's flowers, those eternal objects of beauty that captivate and magnetize the eye. This cast of timeless and eternally-blooming fresh flowers was made especially for the trilogy that inspired the perfumer's vision.

Roberto Greco approaches each flower like a leading lady, just like he lights a face or a body. He has a connoisseur's love for them; he is intimately familiar with their gracefulness, their strength and delicateness and knows how to showcase them without ever betraying their identity; light is their sole cue. Roberto Greco restores the subtle delicateness of corolla, the hem of a petal, the drape of a leaf or the regal lines of a stem with incredible precision. The colors of rose, iris, and violet resonate with each other. With Roberto Greco, vibrant nature and its perfect emotion are wholly present and within sight.

## PHOTOGRAPHER

# ROBERTO GRECO



An Italian-born Swiss citizen, Roberto Greco is a horticulturist by profession. He also studied photography and visual communication.

His photographic work is part professional and part research and the way he builds his subjects shows diligence and meticulousness. Whether he shoots a portrait or a still life, Roberto Greco's view of the real world is filled with wonder, which translates into metaphors and flamboyant dream-like effects.

He uses light to paint a particular detail on his subject and stops time at an exact moment to give us something to contemplate. His images are often much more complex than they appear at first glance and suggest a tremendous iconographic savoir-faire, namely as it relates to painting.

Roberto Greco does not scrimp on humorous or even cynical details that help distance his work from stereotypes and artistic references.

*Text by Marco Costantini - Art historian and curator at the MUDAC*

[www.grecoroberto.biz/](http://www.grecoroberto.biz/)

## PERFUMER

# DOMINIQUE ROPION



Dominique Ropion is the best known and most recognized perfumer of the 21st century. He is both a modest and a virtuoso perfumer. He creates powerful fragrances with strong personalities and celebrates floral compositions.

He was born and raised in Paris. Both his mother and grandfather worked at Roure, a major perfume company. He discovered the profession early on but did not devote himself to it until much later when he did an internship at Roure after completing studies in physics. The first fine fragrance he created was a success: Ysatis by Givenchy, 1984.

After a 12-year stint with Roure, he joined Jean-Louis Sieuzac at Florasynth where he worked for 10 years and created, among other fragrances, Kenzo Jungle l'Éléphant in 1995. It was during that time that he met Olfactive Studio's perfume creator Céline Verleure, who was then the International Marketing Director of Kenzo Parfums. The Sepia collection is an opportunity for the two of them to enjoy working together again after 24 years!

In 2000, Dominique Ropion joined the perfume house IFF. This setting provided him with a breath of fresh air and a new creative impetus and today, he still successfully creates fragrances there. Among his favorite materials are the classics such as rose, jasmine, tuberose, violet, cassie, orange blossom, as well as animal notes and sandalwood.



PHOTOGRAPHER  
ROBERTO GRECO



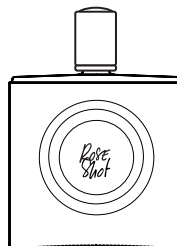
PERFUMER  
DOMINIQUE ROPION

# Rose Shot

## COLLECTION SEPIA

At once fresh and captivating, Rose Shot celebrates the queen of flowers with an exceptional essence of Turkish Rose.

The top note features a powerful scent of pink pepper, bergamot and elemi rounded by lactones of white flowers. While rose reveals all its facets, guaiac wood imparts a smoky touch enhanced by Atlas cedarwood and wood mosses.



**TOP NOTES:**  
ITALIAN BERGAMOT  
MANILA ELEMI  
MADAGASCAR PINK  
PEPPER

**HEART NOTES:**  
TURKISH ROSE ESSENCE  
WHITE FLOWERS  
LACTONES

**BASE NOTES:**  
ATLAS CEDARWOOD  
WOOD MOSSES  
PARAGUAY GUAIAIC  
WOOD



PHOTOGRAPHER  
ROBERTO GRECO

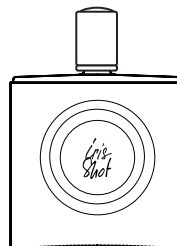


PERFUMER  
DOMINIQUE ROPION

# Iris Shot

## COLLECTION SEPIA

Oriental and peculiar, Iris Shot reveals the very distinctive feature of the rhizome of this iconic perfumery flower. A flight of cardamom and aldehydes electrifies the iris note. Almond and carrot Seed impart a mischievous delicateness then cedarwood and vetiver heighten a woody sillage.



**TOP NOTES:**  
GUATEMALAN  
CARDAMOM  
IRIS ALDEHYDE  
MADAGASCAR PINK  
PEPPER  
FRENCH CASSIS BUD

**HEART NOTES:**  
IRIS CONCRETE  
ALMOND ACCORD  
FRENCH CARROT

**BASE NOTES:**  
HAITIAN VETIVER  
AMBROXAN  
VIRGINIAN CEDARWOOD



PHOTOGRAPHER  
ROBERTO GRECO



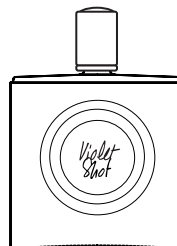
PERFUMER  
DOMINIQUE ROPION

# Violet Shot

## COLLECTION SEPIA

Elegant and woody, violet shows off all of its facets in Violet Shot. The fresh scent of cut grass meets the sparkling notes of mandarin and rose. Violet leaf reveals its true self, accompanied by the leathery notes of safraleine.

Indonesian patchouli gives texture to the rich scent of vanilla bean and labdanum as they reveal their sensual facets.



**TOP NOTES:**  
CALABRIAN MANDARIN  
MADAGASCAR PINK  
PEPPER  
CUT GRASS ACCORD

**HEART NOTES:**  
EGYPTIAN VIOLET LEAF  
ABSOLUTE  
SAFRALEINE

**BASE NOTES:**  
INDONESIAN PATCHOULI  
SPANISH LABDANUM  
MADAGASCAR VANILLA  
BEAN



PHOTOGRAPHER  
MARTIN HILL



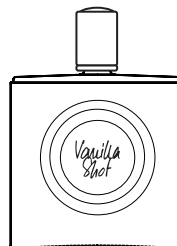
PERFUMER  
BERTRAND DUCHAUFOR

# Vanilla Shot

## COLLECTION SEPIA

The Land Art artist Martin Hill created an arch made with thin pieces of sculpted wood connected by floating flax threads above the Wanaka Lake in New Zealand, an arch which evokes the slender and elongated shape of vanilla beans: A composition that bespeaks extreme balance and tension.

Essential and oriental, Vanilla Shot boasts a fresh and sensual richness that blossoms thanks to myrrh resin. The fragrance is energized by top notes of coriander, saffron and aldehydes and enhanced by the presence of rose and dried fruits.



TOP NOTES:  
RUSSIAN CORIANDER  
SAFFRON  
ALDEHYDES

HEART NOTES:  
TURKISH ROSE  
DRIED FRUITS  
SOMALI OPOPANAX

BASE NOTES:  
UGANDAN VANILLA  
CARAMEL  
SOMALI MYRRH  
VIETNAMESE BENZOIN





# Leather Shot

## COLLECTION SEPIA

Leather Shot is inspired by a pristine picture of dark brown sand whose grain evokes leather: a sign that emerges on the surface of earth and water like a small stream that merges with the ocean on the West coast of New Zealand's North Island; a captivating presence for a deep-seated yet subtle fragrance.

Leathery and earthy, Leather Shot is a woody, smoky, and spicy leather supported by the powdery elegance of iris, cedarwood, and driftwood notes.



PHOTOGRAPHER  
MARTIN HILL



PERFUMER  
BERTRAND DUCHAUFOR

### TOP NOTES:

GUATEMALAN  
CARDAMOM  
PERSIAN CUMIN  
BIGARADE ORANGE

### HEART NOTES:

LEATHER  
IRIS  
BLACK TEA

### BASE NOTES:

SANDALWOOD  
VIRGINIAN  
CEDARWOOD  
DRIFTWOOD  
HAITIAN VETIVER

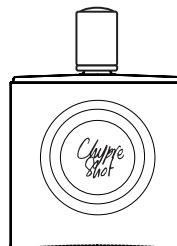


# Chypre Shot

## COLLECTION SEPIA

Chypre Shot starts with a rich and mysterious chypre accord. Set on a bed of moss on Mount Taranaki – a nod to the fragrance’s oakmoss heart note - a circle of small volcanic rocks triggers a chromatic event between the green landscape and the overhead haze.

Dark and primal, Chypre Shot boasts a powerful and original chypre accord with a revisited accord of oakmoss amidst a playful association of notes of patchouli, peony, black pepper, and coffee.



PHOTOGRAPHER  
MARTIN HILL



PERFUMER  
BERTRAND DUCHAUFOR

**TOP NOTES:**  
GUATEMALAN  
CARDAMOM  
SAFFRON  
ITALIAN BERGAMOT

**HEART NOTES:**  
PEONY  
MADAGASCAR BLACK  
PEPPER  
COFFEE  
BLACK TEA

**BASE NOTES:**  
MACEDONIAN  
OAKMOSS  
INDONESIAN PATCHOULI  
SPANISH LABDANUM  
AMBER

EDITION 2020 ENGLISH

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